

CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST

SEPTEMBER 8 1979



PHILIPS



**You're face to face
with the brand leader.**

As brand leader the Philishave electric shaver has more advertising behind it than any other shaver.

Not only are our 45 second spots on TV nationwide but this autumn they'll be seen in the cinema too.

So on the face of it, it might not be a bad idea to take stock now before demand exceeds your present supply.

Philishave. The close shave that's a positive pleasure.

Simply years ahead.



Computers in pharmacy

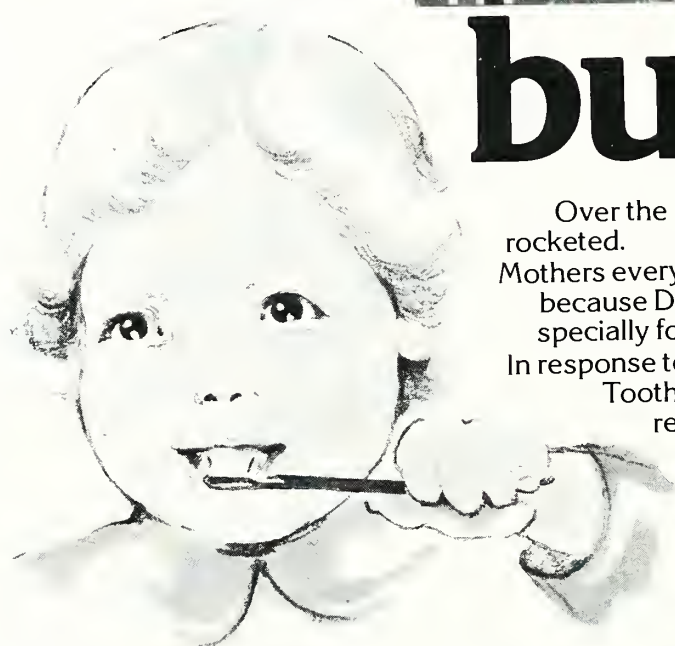
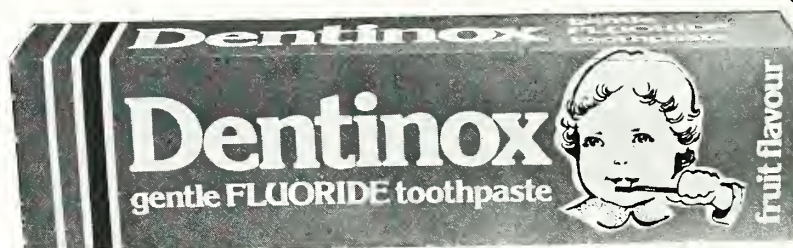
SPECIAL SUPPLEMENT

**ABPI concern
on number
of licences to
be revoked**

**Excessive
bureaucracy
hampering
drug safety**

**Beecham offer
'rewards' for
winter display**

Little teeth are becoming big business



Over the past year sales of Dentinox Toothpaste have really rocketed.

Mothers everywhere with children up to 3 have chosen Dentinox because Dentinox is a uniquely gentle toothpaste formulated specially for delicate milk teeth.

In response to this success we have now reformulated Dentinox Toothpaste to include fluoride – the benefits of which are recognised by Dentists everywhere. Still to the same gentle formula Dentinox Fluoride Toothpaste is bound to become a major selling line on the toothpaste and baby counters.

Powerful advertising reaching 5 million mothers

In its bright new eye-catching pack, Dentinox Fluoride Toothpaste is being heavily promoted. There's full colour advertising in Bounty Toddlers Progress reinforced by high frequency advertising in Parents, Mother, Mother & Baby and Nursery World.

**New fluoride formula
Dentinox Toothpaste
-available now!**



Dendron Limited, 94 Rickmansworth Rd., Watford, Herts WD1 7JJ.
Tel (0923) 29251.

CHEMIST & DRUGGIST

Incorporating Retail Chemist

September 8 1979

Vol 212 No. 5185

120th year of publication

ISSN 0009-3033

Editor Ronald Salmon MPS

Assistant Editor Graham Thorne BPharm MPS

Technical Editor Barbara Weston BPharm MPS

Beauty Editor Kim Pearl

Contributing Editor Adrienne de Mont BPharm MPS

Information services Ivan Cotgrove

Advertisement Manager Peter Nicholls JP

Director Arthur Wright FPS DBA

CONTENTS

- 339 Comment
- 340 Independents fear Unichem's link with multiple
- 340 Lincs LPC supports London protest delegation
- 341 ABPI concerned about CRM licences action
- 342 Excessive bureaucracy attacked at FIP Congress
- 345 The Xrayser column—More efficiency
- 345 People; News in brief
- 346 Counterpoints
- 350 Prescription specialties
- 354 Business matters
- 359 COMPUTERS—Special supplement
- 371 Letters
- 372 Market news; appointments
- 373 Classified advertisements

Published Saturdays by Benn Publications Ltd
25 New Street Square, London EC4A 3JA. Tel: 01-353 3212

Editorial and Advertisement Offices
25 New Street Square, London EC4A 3JA. Tel: 01-353 3212
Telex 27844

Regional advertisement offices

Midlands 240-244 Stratford Road, Shirley, Solihull,
West Midlands B90 3AE 021-744 4427
North east Permanent House, The Headrow, Leeds LS1 8DF.
0532 452841
Scottish 74 Drymen Road, Bearsden, Glasgow
041-942 2315
North west 491 Chester Road, Old Trafford, Manchester M16 9HF
061-872 5151
West country & south Wales 10 Badminton Road, Downend,
Bristol BS16 6BQ 0272 564827

Subscription Department

125 High Street, Colliers Wood, London SW19 2JN.
Tel: 01-542 8575

Subscription

Home £27.50 per annum. Overseas £33 per annum.
65p per copy (postage extra)

Benn



Member of the Audit Bureau of
Circulations

Contents © Benn Publications Ltd 1979.
All rights reserved. No part of this publication may be reproduced,
stored in a retrieval system or transmitted in any form or by any means,
electronic, mechanical, photocopying, recording or otherwise without the
prior permission of Benn Publications Ltd.

8 September 1979

COMMENT

Industry on trial

"Trial by media" is often described by its victims as unfair. This is partly because it is impossible for those under attack to give reasonable replies to criticism if the wrong questions are asked, and partly because the presentation of questions and answers may be selective in order to confirm the investigator's personal viewpoint.

The pharmaceutical industry's third world policy has been under such scrutiny over the past couple of weeks in a BBC Radio 4 documentary (*C&D* September 1, p309) two programmes in which some disturbing facts and/or allegations were revealed.

The allegations, as presented, were deserving of better replies from the industry than were broadcast, however—though it does sometimes take a jolt such as can be provided by the media to provide a stimulus to correct malpractices. Indeed, we are sure that some individual companies have already tightened up control of overseas subsidiaries as a result of the criticisms (which were not new, merely more forcefully presented) and the programme itself apparently stimulated a government and a company to take action over the ready availability to the public of an anabolic steroid for use in children.

Nevertheless, the general criticisms of the industry's third world policy were hardly answered either. Mr Michael Peretz, vice-president of the International Pharmaceutical Manufacturers' Association, and Mr George Teeling-Smith, director of the industry-sponsored Office of Health Economics, took part in a recorded discussion with "two of their sternest critics." But less than five minutes of the discussion was broadcast (though we understand it took threequarters of an hour to record) and only half the time was given to the industry spokesman. That, to answer one-and-a-half hours of criticism.

Since the industry was not permitted to answer effectively, perhaps the investigators should have been among the BBC team at the Press conference held at the opening of the FIP Congress in Brighton on Monday. Here Professor A. H. Beckett, chairman of the FIP board of pharmaceutical sciences, made points which could have been devastating to the radio programme's viewpoint had they been available and included. The programme, either through ignorance or design, combined and confused three issues—genuine doubts about the third world's need for the wide variety of drugs available in the more developed countries; the question of generic versus brand prescribing, and alleged promotional excesses of the industry. The impression was left that generic prescribing of a limited range of drugs would solve all problems.

But it wouldn't. To take just one of Professor Beckett's points: "We can send a good drug to a developing country where it may be turned into a useless product" Despite appearances and attacks, the developing world needs the pharmaceutical industry—even the products countries are now so keen to manufacture themselves were the subject of someone's expensive research and risks at one time. The benefits patients the world over have derived from new drugs are often glossed over for the sake of a good story, but in whose interest? There are surely too many therapeutic and environmental battles yet to be fought and won for the private enterprise industry to be forced out of the third world.

Independents fear Unichem policy

Concern that Unichem are supplying multiple pharmacies which many independents regard as their worst competitors were expressed to *C&D* this week. The question arose from calls by Midlands subscribers, unhappy about the F. A. Billington group having recently joined Unichem.

Billingtons have 25 pharmacies in all, two of which are dispensing only, and another two close to health centres. The group is also associated with the 14-strong Supersave drug store chain.

Mr Peter Dodd, Unichem's managing director, told *C&D* that his Society's constitution excluded only legally public companies. There was a clause which allowed the directors absolute discretion, without giving reason, to refuse to admit any person to membership. However, he saw no reason to operate the clause in the case of Billingtons.

Both Billingtons and Unichem deny that the drug stores are being served by the wholesaler. A spokesman for Billingtons

told *C&D* his main reason for joining Unichem was to take advantage of the Prosper computer terminal ordering. He felt his company could jump three or four years in developing computerised stock control by taking in the Unichem system. At present it is on trial in one of the dispensing only outlets to determine the best use for information provided.

He was confident that four to five weeks of stockholding could be liquidated using the system. His chain purchases mainly "ethicals" at present but will review OTCs at a later date. He said there was a fine line between the discounts obtainable from wholesalers and in buying direct, and as a Unichem member he would qualify for profit sharing. He felt small multiples should link themselves with a strong wholesaler.

The Unichem reply does not satisfy our subscribers, however. As one said: "We joined Unichem to help us fight the groups. Now the Unichem discounts are actually attractive to our competitors."

A spokesman for one of the midland societies, the Greater Nottingham, said that they would not be issuing the Handycard, although they would accept them. The Greater Nottingham, along with several other societies had two of its own cards—a store monthly account card and a budget card.

PSNC's policy

Following discussion at a meeting on Wednesday, the Pharmaceutical Services Negotiating Committee told *C&D* that while it did not fully approve of the London group's action (see Lincs story), contractors' mounting impatience and frustrations were understandable. However, while PSNC was in the middle of important representations to the independent panel on remuneration, the London group's action was premature.

NPA welcomes Quango investigation

The decision by the Prime Minister, Mrs Margaret Thatcher, to appoint a Quango investigator has been welcomed by the National Pharmaceutical Association. A spokesman for the Association said it was looking forward to a weeding out of unnecessary bodies but hoped that "the baby would not be thrown out with the bath water." But the one Quango the NPA would really like to see set up would be the one which would look at pharmacists' remuneration—on a continuing basis.

Two Quangos (quasi-autonomous non-governmental organisations) which were especially useful to NPA members were

the Gas Consultative Council and the Post Office Users Council. The NPA believes that any agency which spent a lot of the tax-payer's money needed a watchdog. The Race Relations Board and the Equal Opportunities Commission could have an effect on NPA members but had not as yet done so. The Association are neutral over the continuing existence of these two bodies, in respect to pharmacy, as it thinks that the profession has its house in order over the issues involved. The spokesman said that they had been glad to see the demise of the Price Commission which had created "wholly artificial non-commercial situations."

Prices raised and then discounted

The Macarthy's group, which includes Dorlings and Martindales, have clarified their pricing policy for low margin OTC goods such as Kodak films and baby foods. The clarification was given following a complaint to *C&D* from a subscriber.

To prevent giving a discount of greater value than the wholesaler's profit margin on such goods, the company raises the basic price. This gives an invoice price above that of the manufacturer and *C&D* Price list. However, a company spokesman said on Tuesday that when the discount on statement was deducted, the price became competitive.

Discounts are given to most customers in return for guaranteed monthly order values. However, the spokesman admitted, some customers, who did not qualify for discounts, would be paying prices above those of the manufacturer. The company made a great effort to develop the accounts of such customers to levels that qualified for discounts, he stressed. "The days of irresponsibly low account values have gone."

Vestric resign from NAPD

Vestric have resigned from the National Association of Pharmaceutical Distributors, it was announced on Wednesday as *C&D* went to press. NAPD's statement, expressing regret at Vestric's action, said Vestric informed the Association that they could not support NAPD's endeavours to maintain existing margins from manufacturers, which NAPD believe to be essential to ensure current high standards of service. Vestric Ltd is a wholly owned subsidiary of Glaxo Holdings Ltd.

Vestric computers at Exeter

The theme of the Vestric stand (31/32) at the British Pharmaceutical Conference exhibition is "Computers in pharmacy".

The stand is intended to show what the average retail or hospital dispensary will look like in the future when computers will be commonplace in the profession.

Lincs LPC support for London March

The Lincolnshire Pharmaceutical Committee gave support earlier this week to the London Group Pharmaceutical Executive's proposed delegation to 10 Downing Street (*C&D* September 1, p308) and at the same time castigated the Pharmaceutical Services Negotiating Committee for what it sees as giving in to government pressure over the recent increase in notional salary.

At a meeting on Tuesday evening the LPC passed the following motion "This committee insists that every effort should be made to ensure the immediate payment of the increased notional salary. It deprecates the manner in which the PSNC so readily accepted that this amount be offset against the apparent overpayment and commends the action of the London group in publicly demonstrating their disappointment." The committee then sent a telegram of this motion to PSNC.

Co-op launches its 'Handycard'

The Co-operative Society is the latest retailer to launch its own credit card to the high street shopper. "Handycard" has had a successful pilot run in the Greater Lancastria area and will now be issued to shoppers in 200 stores in the north, midlands and south of England. Holders of the Handycard, which is financed by the Co-operative Bank, can buy goods up to 24 times the amount of their monthly repayment.

CRM licence action worries ABPI

The Association of the British Pharmaceutical Industry is concerned about the number of proposed revocation notices issued by the Committee on the Review of Medicines which relate to combination products (last week, p309).

A spokesman for the Association told *C&D* that it had long ago anticipated an academic dislike for such products and in 1976 had sent a paper on the subject to the CRM. The reply then had been that the CRM were not in principle opposed to combination products and each would be considered on its merits. However it would now seem that the CRM's main objection is to those combination products which involve barbiturates. A spokesman for the Department of Health said that it wanted barbiturates to be restricted to use in conditions such as severe insomnia.

Boots and Upjohn have confirmed to *C&D* that they have received a letter from the CRM concerning their products Ivax and Kaomycin. At the time of going to press neither company could confirm whether they would be appealing. The 50 companies involved in the CRM's large-scale sweep have been given 28 days in which to register an appeal opposing the revocation. If they decide to do this, the date of a hearing will be fixed for a mutually convenient time. There is no time limit on this date.

Competition growing in US generics

Generic drugs are expected to account for more than 25 per cent of the US pharmaceutical market this year, forcing major brand producers to develop their own generic ranges, according to a report from International Resource Development Inc.

Government price ceilings, repeal of anti-substitution laws and expiring patents will accelerate the shift to generics, both in the US and in foreign countries, the analysis forecasts.

The report, "Generic drugs in the 1980's", analyses the two-tier market, and outlines the reasons for the rapid growth of competition in generics. In the US, 140 companies compete for a share of the market against five major drug manufacturers with products in key categories: antibiotics, psychotropics, analgesics, vitamins and autonomic. By producing their own ranges of generics the five controlled 43 per cent of generic sales last year, and the report says, they will capture 50 per cent within 10 years.

Between 1979 and 1985, 30 major drugs accounting for about \$800 million in sales will lose patent protection, the report says. Forty states have repealed



"You don't need to prepare for every emergency"

laws forbidding substitution of a generic for a brand. The states now permit a pharmacist to substitute a brand with a generic and many government medical reimbursement programmes now require substitution. According to the report, pharmacists are reluctant to substitute, apparently because of unfamiliarity with generics, fear of liability suits, and loyalty to the name brand.

Opportunities for generic manufacturers because of patents soon to expire, include diazepam (1980), and indomethacin (1981). Further details on "Generic drugs in the 1980's", are available from IRD at 30 High Street, Norwalk, Connecticut 06851.

US unit dose packs increasing

Some 76 per cent of US hospitals employ unit dose dispensing for more than 50 per cent of daily doses administered, according to a Frost & Sullivan survey. The study also suggests that most hospital pharmacists believed the trend toward unit dose packaging by manufacturers would continue.

Survey respondents reported a willingness to pay up to 10 per cent price premium, because of the convenience, labour-saving, and liability-reduction associated with unit dose drug dispensing. Thus, products in unit dose form give a manufacturer a competitive edge, the study notes. Frost & Sullivan say however that unit dose packaging has some drawbacks including basic technological deficiencies yet to be overcome. The report (701) is available from Frost & Sullivan Inc, 106 Fulton Street, New York NY 10038.

Pharmacy still as popular

Pharmacy was as popular in 1978 as in 1977, among candidates applying through UCCA, according to the statistical supplement to the sixteenth UCCA report 1977-8. Architecture had declined the most in popularity in the year, although when compared with 1971 it had increased.

Mechanical engineering and business management studies had increased the most in popularity when compared with 1977 and the latter had almost trebled in popularity when compared with 1971. Medicine was similar to pharmacy.

Of the 752 home candidates accepted for pharmacy 61 per cent were aged between 18 years and 18 years 11 months, on September 30, 1978; 5 per cent were under 18 years; and 0.5 per cent were aged 30 to 39.11 years. One student was 40 or over. A similar age range was noted for medical students though there was no accepted home candidate aged 40 or over.

USDAW wants four days off for Xmas

A four-day break for shop workers this Christmas is the aim of the Union of Shop Distributive and Allied Workers. This means that shops would remain shut from close of trading on Saturday, December 22 until Thursday, December 27. A spokesman for USDAW told *C&D* that at the moment, nationally, they were concentrating on food and fashion stores. If a pattern of acceptance became established then the union might approach retail chemist chains.

Excessive bureaucracy hampering drug safety

Excessive bureaucratic demands being put on the drugs industry are leading away from drug safety rather than towards it, according to Professor A. H. Beckett, head of Chelsea School of Pharmacy and chairman of the board of pharmaceutical sciences of the International Pharmaceutical Federation.

Speaking to journalists before this year's FIP Congress, being held at Brighton, he claimed that in aiming for the impossible goal of absolute safety, politicians and legislative bodies could even deprive patients of treatment. It was easy to concentrate on an increased incidence of adverse reactions and to forget the advances that have been made towards better and safer medicines over the past three decades.

Unfortunately the World Health Organisation and other bodies did not seem to understand the difference between a drug and a pharmaceutical product, said Professor Beckett—and that led to confusion in the developing countries about such matters as generic equivalence. The aim of the Congress—whose theme is "Towards better safety of drugs and pharmaceutical products"—was to focus attention on these questions, including safety test methods, formulation for the individual patient, metabolism, drug presentation, and patient compliance.

Reference to chloroform

Professor Beckett illustrated his attack on bureaucracy by reference to demands that chloroform be replaced as a pharmaceutical preservative because someone in the US had induced cancer in experiments on rats: despite long experience of human "clinical trial" and seven year's research results from dogs, the edict came "Thou shalt remove chloroform". When the authorities were asked what should replace it, there was no reply.

All this would require the industry to spend £millions on checks, while developing countries went short of medication. But if pharmacists challenged the bureaucracy it was made to appear that they opposed protection of the public—it was not that they did not want controls or moves towards safety, but that the moves should be realistic.

Stating that the industry was frequently blamed for problems when it had in fact done a thorough job, Professor Beckett stressed the need for profits—even on the marketing of old drugs. As an example he quoted theophylline whose side effects had been overcome by new formulations, enabling an effective and inexpensive preparation to be made available. This also demonstrated the difference between a drug and a product, yet adverse reaction



Professor Beckett

reporting was still concerned with the drug rather than the product.

In the USA ("which we tend to follow slavishly") it was proposed that when a drug was given to a food animal, all the metabolites in the foodstuff should be tested for carcinogenicity. For some, that could mean 250 substances, potentially using up all the scientific manpower in the USA!

Another of Professor Beckett's criticisms was that government committees must make the reasons for their decisions available to other scientists so that their basis could be studied. People who had carried out the original drug research, for example, should be informed about ill-effects so that they could carry out further investigations. At present, legislation appeared to prevent those with the opportunity of carrying out research from doing so. "Too long we have allowed bureaucracy to ride rough shod," said Professor Beckett, adding: "When we have doctors' receptionists writing prescriptions, do we call that safe use of drugs?"

Call for 'good sense'

Most systems of drug control ignore the final stage—the doctor and the pharmacist—who have not been adequately tested in terms of safety.

That was stated by Sir Eric Scowen, chairman of the Committee on Safety of Medicines, in the opening address to the FIP Congress in Brighton: he added that doctors and pharmacists could not all be regarded as equally capable of handling new drugs.

For doctors there was no substitute for knowledge of diseases and drugs, but "good sense" was also required since at the end of the day, given all the available information, judgment must be applied. The speaker could not see that this judgment was possible at the present rate of drug development without continuing education.

The pharmacist—the generalist—still had dispensing as part of his function but another function was now superimposed. If a doctor had "good sense" he would discuss the suitability and availability of preparations with the pharmacist, and the pharmacist would also make doses clear to the patient. But many preparations were available to the public from the pharmacist and he therefore had tremendous responsibility to advise on the suitability of preparations for the treatment of symptoms and to educate the public that medicines can be dangerous and are not groceries. The pharmacist must also recognise that sometimes he should not give a preparation but tell the patient to seek further advice; when he did prescribe he must make sure the directions for use were clear and inquire whether other medicines were being taken concurrently.

Sir Eric concluded that, like doctors, not all pharmacists were equal in their expertise and if they, too, were to exer-

cise "good sense" they must keep on their continuing education.

Earlier, Sir Eric had outlined the attitude he took in leading the Committee on the Safety of Medicines. It should, he said, safeguard the patient from harm being inflicted by administration of older drugs and the testing of new ones; it should guarantee that only drugs of therapeutic usefulness were introduced, and also ensure that there was an acceptable risk-benefit ratio.

Any potent therapy was bound to carry a risk, and if the public could not accept that, innovation would cease. But the risk could not be calculated as "odds", any more than one calculated the risk before flying in an aeroplane.

Sir Eric said the aim must also be to provide a choice of similarly-acting drugs because physicians might need to vary treatment in different patients. The quality must also be safeguarded, including the suitability of the formulation bio-availability among other things and freedom of harmful impurities and contamination. There must be provision of information about precautions to be exercised in prescribing, but the authorities must not stifle innovation by demanding useless information that would collect dust and involve manufacturers in costs that would eventually have to be paid by the patient.

"Drug therapy is a calculated risk which must be balanced against the risk of doing nothing", said Sir Eric. But, he went on, one of the basics of therapeutics was that the physician should do no harm to the patient: adverse reaction could certainly be reduced by not prescribing unless the physician was sure of good results. However, Sir Eric reminded his audience that medicine was "an experimental science".



"We've used Storeplan for this and five other shops. Their fittings are versatile . . . and help to sell goods better. I rate them top value for money"
Richard Dawe — Gees Pharmacy, Kew, Surrey.

Modernising like this could cost you nothing.

Like to modernise like this but feel you can't afford it?

Here is a fact that will change your mind.

In nearly every outlet we've modernised, their turnover has gone up by a minimum of 25% . . . 5% is enough to pay for the refit within 3 years!

Each percent over the five is outright profit. Modernisation has cost absolutely nothing in real terms . . . and given substantial extra profit.

The reason for our success? Our totally professional approach to your problem.

We work out with you what you need — to achieve the minimum 25% target. We tackle your shrinkage problem. Work out how to maximise impulse purchase potential, analyse customer flow and so on.

We never suggest modernisation just for the

sake of it. We set out to help you achieve agreed objectives — then produce your Storeplan accordingly.

Interested?

It'll cost you nothing to find out. Just clip the coupon and profit by our experience!

Show me how I can achieve at least 25% increase in turnover.

Name

Company

Address

Tel.

storeplan

SHOP INTERIOR SPECIALISTS

The country's best selling denture fixative is Super Wernet's.

And it's going to stay the leading brand, if our latest sales figures are anything to go by.

They've soared up by an impressive 43%.

What's just as impressive is the fact that Super Wernet's has amazingly loyal users, who're reluctant to change to anything else.

And now we're making sure we

reach all those other denture wearers who don't use a fixative, with two major bursts of press advertising.

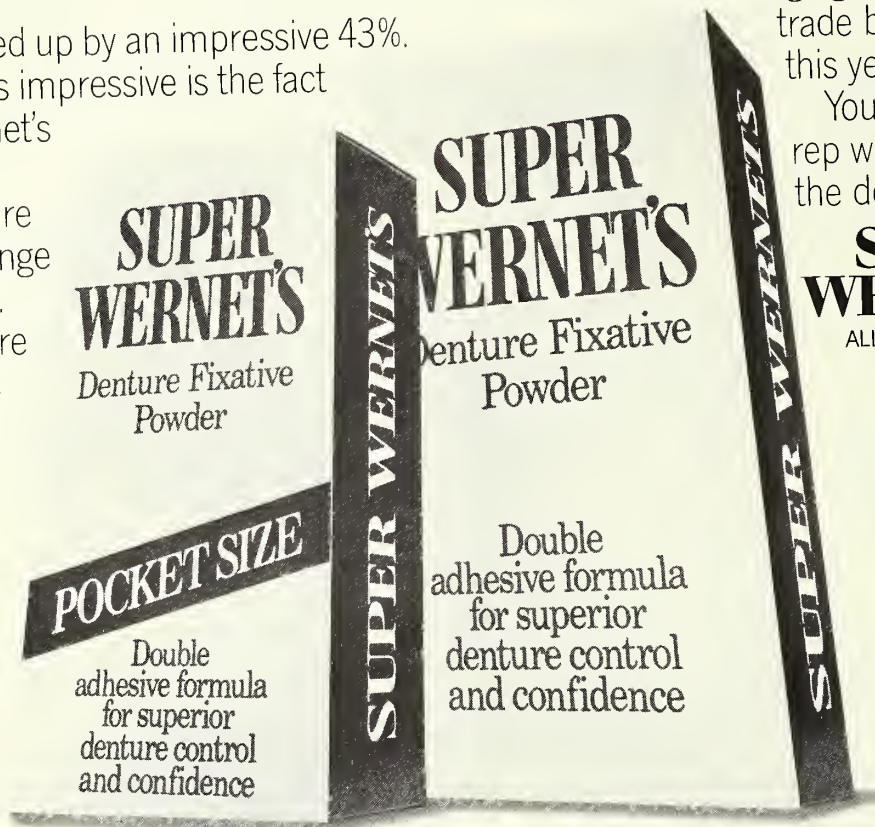
So be prepared for the demand.

We'll also be arranging a very generous trade bonus for later this year.

Your Stafford-Miller rep will give you the details.

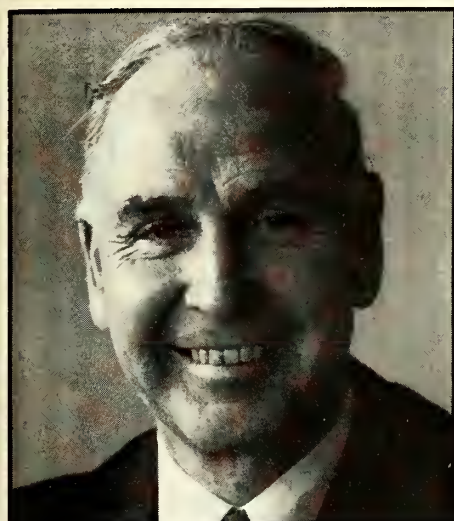
**SUPER
WERNET'S**

ALL THE CONFIDENCE
YOU NEED.



**LEADERS
NEVER
LOSE THEIR
GRIP.**

by Xrayser



Frank Goulding

Mr F. Goulding, FPS, has joined the board of Sangers Group Ltd. Mr Goulding was, until March, the chairman and managing director of Pfizer Ltd and is the immediate past-president of the Association of the British Pharmaceutical Industry.

Mr Ron Hendey, chief scientific adviser of Cow & Gate, has been appointed chairman of the Infant Foods and Dietetic Committee of the Foods Manufacturers Federation.

Miss Susan Ross, a second year pharmacy student at the University of Bath, has been awarded one of the university's 1979 sports scholarships. Susan, 19, a modern pentathlete, hopes that her event will be included in the 1984 Olympic Games and has her sights on a place in the British women's team.

News in brief

□ The case of a member of the Pharmaceutical Society convicted of offences relating to forgery is among those to be heard at the meeting of the Statutory Committee, beginning September 17.

□ FPN 231 which sets out the increases in payments for the provision of an oxygen therapy service, is now being sent to Family Practitioner Committees and the Prescription Pricing Authority. The new rates are effective from July 1.

Health centre news

Northumberland AHA is hoping to buy a half acre site at Nursery Park, Ashington, for a new health centre.

The **Yorkshire RHA** is seeking planning permission for a health centre at Grosvenor Road, Bradford.

The **North Western RHA** has now received planning approval for a health centre on land at Longford Road West, North Reddish.

Newcastle-on-Tyne AHA has £200,000 earmarked for the building of a new health centre at Meadowell Estate, North Shields, to start next year.

More efficiency

Last week I had a letter from a director of a well-known pharmaceutical company, challenging me to produce evidence of a reduction in service as a result of discounting. Postal delays because of the Bank Holiday meant that *C&D* did not get my copy in time, so that it had to be dictated from the shop, mid-morning, on a terrible telephone line, where I am afraid, the gremlins got at my last paragraph which should have read "Efficiency, I fear, has come to mean getting the most for the least. It is a god worshipped widely but without much understanding, for as with all gods, the enigma is to know what it means."

What this boils down to is that I don't believe you can take absolute cost effectiveness as the sole criterion for judging the efficiency of a professional service. Take, for example, surgery. Ask the question . . . "Is it efficient to undertake complex surgical operations on people who no longer contribute to the wealth or wellbeing of the nation?" Rather than wasting up to 10 hours, perhaps, with all the staff, materials and aftercare commitment for a patient with only say five to six years left anyway, it would be infinitely more cost effective for the surgeon to let the uneconomic patient die.

Small is relative

By an incredible coincidence, in that same issue of *C&D* we saw under Company News that a well-known pharmaceutical company is reducing uneconomic accounts. H. B. Dorling Ltd recently sent letters to customers saying that they would no longer supply them with OTC products unless they spent at least £1,000 a month with a Macarthy's depot. The chairman of Macarthy's, Mr A. R. Ritchie, says that they intend to encourage customers to use their service to a greater extent! And he acknowledges that small value accounts are uneconomic. Alleges would be a better word, for what do they mean by small value accounts? Seemingly anything less than £1,000 a month in "ethicals" irrespective of what is spent on OTC lines. Some small account. I would have thought that it would be more realistic to have looked at the level of service, the number of deliveries, the means of collecting orders as a way of making it more profitable.

I have received an interesting letter from a chemist who enclosed a duplicated letter from Vestric. It said that as his account averaged only a tiny amount per month his account would have to be closed. Quite right too, I thought, but I liked his explanation and the suggestion he made. It seems that he is virtually next door to one wholesaler and a couple of miles from the next, neither of whom stocked certain surgical lines however. He knew that the Vestric van served two other local pharmacies, and that it passed his door daily. He rang Vestric and suggested that if from time to time he had need of them and was willing to bolster up the order so that any single delivery would gross a value of between £50 to £100 would they play ball? In fact he was willing to pay COD so as to obviate the need for further accounting. Apparently they thought the idea worthwhile and did not in fact ask for cash. Since computers are idiot machines it is assumed that the notice was issued as a matter of course. Sangers, too, I understand have revised special arrangements (made, I suspect, as interim stopgaps) with individual shops, so that to get discounts now, everyone has to qualify with a minimum of £1,000 "ethicals" purchases. But there is no suggestion of a threat to cut off supplies.

Beyond me

If the writer from the well-known pharmaceutical company, who did not have the courage to write publicly, still wants proof of a lessening of service as a result of the discount war I would refer him to Macarthy's, with whom I do not deal because I cannot meet the minimum account value. It seems to me that that company is becoming highly efficient. What more praise can I give?

COUNTERPOINTS

Winter 'tools' incentives for Beecham display

Chemists are being offered gift incentives for the display of Beecham winter remedies over the coming six months.

Beecham say their main objective is to ensure that through greater display chemists can take full advantage of consumer demand once the major television advertising campaigns start at the end of October.

Titled "Tools for the trade," the promotion is run on a cumulative points system with credit being given for each display featured. New modular acrylic display units are being introduced to give flexibility to the siting of products and these units can also be used to vary the mix of products on display according to individual need.

The scheme involves the use of a chart on which points are accumulated according to the duration and number of displays featured. There are 18 items to be earned, divided into six categories ranging from a Stanley Powerlock rule to an Ecto 18-piece tool kit. At the end of the incentive period the numbered charts will be entered for a draw offering 60 prizes, including a first choice of a Hall's garden tool shed, an automatic dishwasher or a Hanimex movie kit.

During the period of the promotion there will be three photographic competitions requiring only a snapshot entry from the chemist of his Beecham display. There are no restrictions on the number of pictures entered so long as they are of different displays. In each of the three periods there will be a winner in every sales territory. Prizes include an Ecto tool kit, 23-piece tea service or a Pye alarm clock radio.

Products involved in promotion are: — Beecham's Powders and Tablets, Beecham's Powders Hot Lemon, Mac lozenges, Veno's, Phensic, Night Nurse,



Modular acrylic unit for winter remedies

Day Nurse and Badedas (the latter is included because its sell-in profile matches that of winter remedies).

Day Nurse goes national

In their biggest launch for five years, Beecham Proprieties are going national with Day Nurse following a highly successful test market in Trident last winter.

A natural development from Night Nurse, Day Nurse is said to meet consumer demand for a daytime cold and influenza remedy, giving as much relief as Night Nurse, but without drowsiness. The main difference between the two products is the omission of promethazine hydrochloride. Day Nurse, a pharmacy only brand, contains paracetamol, phenylpropanolamine, dextromethorphan and vitamin C per 20ml dose, giving relief from cold symptoms for up to four hours. Each bottle contains two days' medication, allowing for four doses per day and is designed for adults and children of six years and over.

Beecham will back Day Nurse with a £600,000 national television advertising campaign starting in November and running for four months. Almost the same amount will be spent on Night Nurse.

Research conducted following the test campaign showed consumer awareness to be exceptionally high and independent trade audits gave Day Nurse an 11 per cent share of cold treatment turnover in the test area—with a significant overall market growth. Beecham Proprieties, Great West Road, Brentford, Middlesex.



Dual point-of-sale unit for Day Nurse and Night Nurse

Olympic trip from Lilia

Lilia-White have been sponsoring girls' gymnastics for the past four years. The 1979 finals of the Lilia-White National Gymnastics Championships for Girls are being held at Wembley Arena, on Saturday, September 8.

The company explains that gymnastics continues to be one of the most rapidly expanding sports in the UK and there are now over two million girls and women regularly taking part in gymnastics. It is thought that interest will intensify during the approach to the 1980 Moscow Olympics.

Lilia-White are under-lining their commitment to gymnastics by running a consumer competition on their six sanpro brands; Dr White's, Lilia, Fastidia, Panty Pads, Fancy Free and Lil-lets. The competition offers five first prizes of trips to the 1980 Olympics in Moscow and of particular importance to gymnastics in the UK is the fact that, for every entry to the competition received from the public, Lilia-White will donate 3p to the British Amateur Gymnastics Association. The money collected will be put towards the development of training facilities for British gymnasts.

The growing interest in the Lilia-White National Gymnastics Championships for Girls is indicated by the fact that this year's finals will be covered by Thames Television and it is hoped that it will be featured in a Magpie special on Monday, September 17.

Banana added to Slender range

Carnation have added banana flavour to the Slender meal replacement range, bringing the total number of flavours to seven including chocolate, chocolate malt, coffee, vanilla, strawberry and raspberry.

Slender banana flavour is launched in a special introductory £0.59 flash pack. Free sachets will be given away with the October/November issue of the magazine *Successful Slimming*. The magazine will also carry a cover illustration of Slender and a half-page editorial explaining how Carnation Slender can be incorporated into a calorie-controlled diet.

Slender, sold exclusively through chemist outlets and drug stores, is said to have been the largest-selling slimming meal replacement product during the January-June "slimming period" this year. It is claimed to have a 31 per cent share of sterling sales (rsp) in the market for slimmers' meal replacements. Carnation Foods Company Ltd, Carnation House, 11 High Road, London N2.

LRC PRODUCTS LIMITED

New Prices effective from 10 September 1979

Product Description	Case Size	Retail Price Per Unit Inc. VAT	Trade Price Terms 1	Product Description	Case Size	Retail Price Per Unit Inc. VAT	Trade Price Terms 1
		£ p.	£ p.			£ p.	£ p.
Beaucaire Bottle	1 doz	0.49	3.57	Halex Toothbrush A253/263	1 doz	0.43	2.69
Beaucaire Gallon	1 unit	7.68	4.47½	Halex Toothbrush A211 Smokers	1 doz	0.43	2.69
Buto 30g	1 doz	0.49	3.68	Eucryl Smokers Toothbrush	1 doz	0.43	2.69
Coolwax	½ doz	0.65	1.95½	Noddy Nylon	1 doz	0.25	1.56½
Waxaway	½ doz	1.25	3.59	Noddy Bristle	1 doz	0.28	1.75½
Waxaway Refill	1 doz	0.60	3.58	Interspace	1 doz	0.35	2.44
Camberwick Green T/Paste	1 doz	0.45	3.56½	Denture Brush	½ doz	0.50	1.56½
Camberwick Green Foam Bath	1 doz	0.55	4.61	Junior Twin	1 doz	0.37	2.32½
Camberwick Green Soap	1 doz	0.55	3.91½				
Dabitoff Bottle	1 doz	0.53	4.14	HALEX MEDICAL SUNDRIES			
Dabitoff Spray	1 doz	0.65	5.10	Bed Bottle Polypropylene G204	1 doz	1.10	7.86
*Durex Duragel/Duracreme	1 doz	1.30	8.34	Adult Chamber G301	½ doz	0.65	2.31
*Durex Diaphragms	1 unit	4.04	2.10	Commode Pan G303	3 units	2.60	4.74
Elar Paint Brush ½"	1 doz	0.34	2.36½	Bed Pan G306	½ doz	5.40	19.33
Elar Paint Brush 1"	1 doz	0.43	3.03	Keatings	1 doz	0.59	4.14
Elar Paint Brush 1½"	1 doz	0.54½	3.82	Minisax 200's	2 doz	0.21	3.36
Elar Paint Brush 2"	1 doz	0.69½	4.85½	Minisax 400's	1 doz	0.41	3.28
Elar Paint Brush 3"	1 doz	1.11	7.81	Mothaks	3 doz	0.43	8.98
LP Paint Brush 1"	1 doz	0.37½	2.63	Saccharin 500	1 doz	—	2.66
LP Paint Brush 1½"	1 doz	0.47½	3.33½	Saccharin 1,000	½ doz	—	2.40
LP Paint Brush 2"	1 doz	0.61½	4.30	Tuxan Renovating	1 doz	0.42	2.92
LP Paint Brush 3"	1 doz	0.99	6.93	Leather Dyes	1 doz	0.43	3.00
All Round Brush	3 doz	0.21½	4.57	Suede Dyes	1 doz	0.43	3.00
Midi Wall Brush	1 doz	1.03	7.19	All Purpose Cleaner	1 doz	0.49½	3.44
Handy Brush Set	1 doz	1.42	9.94	Wet Shield	1 doz	0.44	3.07
Maxi Wall Brush	1 doz	1.55	10.82				
Homecraft Display	1 pack	17.19½	10.01	*Woodwards Gripe Water	1 doz	0.44	3.50
X Display	1 card	24.54	14.29	Woodwards Baby Cream 100g	1 doz	0.51	3.91
†*E.P. Tablets	1 doz	0.64	4.60	Woodwards Baby Cream 265g	1 doz	0.90	6.96
Flush	2 doz	0.29	4.56	*Woodwards Teething Balm	1 doz	0.47	3.57
Fresh 'n Clean	1 doz	0.43	3.23	*Woodwards Diarrhoea Mixture	1 doz	0.45	3.58
*Goddards Standard	1 doz	0.50	3.93	†*Wright's Vaporizer Kits	3 units	3.60	7.04
*Goddards Economy	1 doz	0.73	5.67	†*Wright's Vaporizer Fluid	1 doz	0.59	4.63
Gumption Paste	1 doz	0.39½	3.03½	MARIGOLD HOUSEGLOVES			
Gumption Bath Cream Standard	1 doz	0.40	3.16	Suregrip	1 doz	0.67½	5.28½
Gumption Bath Cream Economy	1 doz	0.67	5.23	Lightweight	1 doz	0.45	3.52
Gumption Kit. Cream Standard	1 doz	0.40	3.16	Chic	1 doz	0.51	3.99
Gumption Kit. Cream Economy	1 doz	0.67	5.23	Fleur	1 doz	0.53	4.15
Halex Toothbrush A252	1 doz	0.30	1.90	Husky	1 doz	0.74	5.79
Halex Toothbrush A262	1 doz	0.30	1.90	Hairdresser	1 doz	0.44½	3.48½
Halex Toothbrush A259 Capri	1 doz	0.45	2.82	△Marigold Baby Pants—Snappies	1 doz	0.51	4.59
Halex Toothbrush A267 Twin	1 doz	0.43	2.69	△Marigold Baby Pants—Threesome	1 doz	0.51	4.59

Price Maintenance—fixed prices for products marked *

Chemist only for products marked †

All Case Terms are subject to the addition of 15% VAT other than products marked △

All products listed are trademarks.

LRC PRODUCTS LIMITED

SANITAS HOUSE STOCKWELL GREEN LONDON SW9 9JJ TELEPHONE 01-733 7911 TELEPHONE ORDERS 01-274 2076 TELEX 918789 CABLES SANITAS LONDON SW9

COUNTERPOINTS

Lilia-White add a stick-on product to their Lilia range

Lilia-White are launching a new stick-on towel. Stick-on Lilia by Dr White's, in packets of 10, are made of soft fluffy pulp with a pink striped cover and a leak proof shield along the back and side for added security. This product is entirely flushable, says the company.

The design of the new packaging with a dominant pink water lily is expected to ensure quick product recognition. All initial stock will be flashed "special introductory offer—15p off next purchase" and each pack will hold a 15p coupon for the consumer to redeem against her next purchase of new stick-on Lilia. Heavy promotional support will be given to this new brand which the company says is designed to fill the price gap in the stick-on market.

Lilia White believe that Lilia is probably the oldest trade name in the sanpro field and, "this looped towel has for



many years been recognised as the value for money product. To complement this in the fast growing press-on sector, new stick-on Lilia by Dr White's should be welcomed by the many women who are already very sensitive at the price they have to pay for sanpro, particularly since the recent increase in the level of VAT." *Lilia-White Ltd, Alum Rock Road, Birmingham B8 3DZ.*

Saxin liquid repackaged

A problem familiar to users of liquid sweeteners is that the bottles of sticky solution have a tendency to leak. The Wellcome Foundation say they have solved this by repackaging Saxin liquid.

The new Saxin liquid container—a three-inch high plastic bottle—has a sealing ring in the cap which "locks" on to the end of the bottle nozzle and prevents the liquid from leaking out. Vigorous testing procedures, including transporting the containers for long distances, have been carried out to ensure that the sealing mechanism is effective, says the company. *The Wellcome Foundation Ltd., Temple Hill, Dartford, Kent DA1 5AH.*

Consumer promotion for All Clear

A second burst of promotion for All Clear anti-dandruff shampoo starts this month when nine and a half million households will receive a lottery leaflet which could win them as much as £1,000. The leaflet features the three All Clear packs and an immediate visit to a local stockist will tell the recipient if it is a lucky leaflet. One error printed on one pack on the leaflet entitles the recipient to send in for a free 150ml bottle of All Clear. Two errors will entitle him to send in for a £100 prize and three errors will reap a £1,000 prize. Altogether, there are prizes worth £25,000 to be won in this promotion which has been designed to encourage consumers to take a careful look at new All Clear—the anti-dandruff shampoo which has variants for

dry, normal and greasy hair.

The in-store promotion linked to this consumer promotion features money-off-next-purchase packs—6p off the 75ml standard size and 10p off the large 150ml size. "There was almost universal acceptance of All Clear by the trade when the product was launched earlier this summer", says marketing manager Sascha Haunold, "and the special introductory pricemark-pack offer ensured immediate trial by consumers. This promotion is designed to encourage further trial.

"Users of the product have been quick to realise the unique quality of All Clear—a truly effective anti-dandruff shampoo which, thanks to its variants, has the additional benefits of caring for hair—and sales have already topped £3 million at rsp. The normal and dry variant are each taking about 30 per cent of sales with the greasy variant well in front with 40 per cent of sales." A £300,000 burst of TV advertising on all stations will back up the All Clear promotion when it gets underway in mid-September. *A. & F. Pears Ltd, PO Box 107, Portman Square, London W1ADY.*

On TV next week

At the time of going to press nothing was scheduled to appear on TV next week, except in the Channel Islands. Accordingly C&D is suspending publication of this feature until the strike is over. Will manufacturers please note that if they have any television campaigns scheduled we should like to know of them in order to keep retailers up to date with news of which products are being advertised and where. Forms are available on application to C&D.

Numark's hair care promotion

Numark's national hair care promotion will run in store from September 10 to September 22 and their Superbuy will be Head and Shoulders.

Main lines on promotion will include Sunsilk shampoo, banded packs of Elseve shampoo saying—"Numark chemist—small size free when you buy the large bottle 200ml plus 125ml", Sunsilk hair spray, Adorn hair spray, Cream Silk conditioner, Nice 'N Easy, Casual permanent colour, Toni Perm whole head, Toni Perm tip, Brylcreem, and non hair care products, Babettes, Dr Whites, Lucozade and Aquafresh.

Supplementary lines on promotion include Countess conditioning cream, Hiltone toners and Shaders, Corimist spray tonic, Pure Silvikrin and a non hair care product—Kotex Sylphs. Optional extras include Aspro Clear, Feminax, Night Nurse, Vykmim Fortified and Vykmim E.

Main lines will be advertised in the *Daily Mirror*, *Sunday Post*, *Womans Own* and the *Bradford Telegraph and Argus*. The Numark Superbuy will be featured in additional solus advertising in the *TV Times*, *Womans Realm*, and *Womans Weekly*. There will also be seven commercials on Ulster Television, *ICML*, 51 Boreham Road, Warminster, Wilts.

Robinsons period teaching kit

Following the success of their original audio-visual teaching kit on menstruation, Robinsons of Chesterfield, are launching a new revised version of the kit this month. It comprises a set of 38 full colour slides, cassette with commentary, teachers' notes, menstrual cycle wall-chart, two leaflets entitled "Your first period" and "Periods without problems", and a quantity of envelope-sized menstrual cycle record calendars.

Also included are samples of Robinsons Nikini sanitary protection products. They are packed in a sturdy case for convenient storage and carriage. The total kit is available (£10.00, including packing, postage and VAT) from *Robinsons of Chesterfield, Wheatbridge Mills, Chesterfield, Derbyshire.*

Amisol discounts

We have been asked to clarify that the introductory discount of 2½ per cent off Amisol contact lens solutions from Abatron Ltd (C&D, August 25, p295) is available only through Madden Contact Lenses Ltd, who are wholesale stockists and not the sole distributors of the range.

European lip salve for UK

A lip salve that has been on the European market for almost 50 years will be marketed this month in this country by Smith & Nephew. Labello (£0.35) is said to be more creamy than other formulations which, the company says, should do away with the criticisms applied to other lipsalves—difficult to apply and leaving a heavy deposit.

Labello is in a blue and white container with a screw top. There is a display card holding 20 sticks, topped with a full colour photograph. Smith & Nephew are spending £130,000 in the first year, £90,000 of which will be spent during the launch period on heavy Press advertising from November to February. The company hopes the product will be used as a preventative measure against chapped lips during the whole winter rather than only when the problem occurs. *Smith & Nephew Toiletries Ltd, Welwyn Garden City, Herts.*

October Vestric

Vestric promotions for October are: Feminax; Delph cleansing milk; Gillette G11 cartridge; Macleans toothpaste Freshmint; Lilia stick-on towels; Kleenex Chiefs, Kleenex Boutique; Johnsons baby shampoo; Kotex Sylphs; Imperial Leather toilet soap; Palmolive shaving cream brushless, lather, Palmolive Rapid Shave regular, alpine fresh; Blistez, Blistik; Fashion Style casual and very curly. *Vestric Ltd, Chapel Street, Runcorn, Cheshire WA7 5AP.*

Xmas presentations from Nicholas

For the Christmas period only, Radox herbal bath will be presented in an attractive gift carton. Each of the three Radox varieties—lemon and lime, pine essence and cologne is represented on the carton by a bold impression of the fragrance—ideal for the Christmas tree or as a stocking filler, says the company. The special Radox herbal bath Christmas packs will be available in two sizes, 280ml and 500ml, from November and while stocks last.

Christmas packs of Showerfresh will also be available from November while stocks last. Each 175ml pack gives 25 showers and there are three "invigorating" varieties to choose from: alpine, seacrest and woodland—appealing to men and women alike.

Nicholas will be using Radox Showerfresh to sponsor this year's Merseyside Open Golf Tournament to be held at the Royal Liverpool Golf Club. First held last year, the tournament is again

being presented by Radio City, Merseyside's independent local radio station. Showerfresh will be featured on Radio City for the period during the tournament. The events open with a celebrity pro-am tournament, which includes teams from Liverpool, Everton, Manchester City and Manchester United football clubs, on Thursday September 13. The Merseyside Open itself will follow on Friday and Saturday September 14/15. *Nicholas Laboratories Ltd, 225 Bath Road, Slough, SL1 4AU.*



*Every month
for the past eleven years
more people
with constipation
have been using **NYLAX**
... why **NYLAX**?*



Because...

*it is gentle but effective,
contains several herbs with vitamin B1,
costs only 37p for 30 tablets,
and increases its advertising
every year.
6 very good reasons.*

NYLAX sells without effort —

when you display, naturally it sells faster

DIRECT FROM BRITISH CHEMOTHEUTIC PRODUCTS LTD. (makers of Optabs),
Kemtheutic House, Grant Street, Bradford BD3 9HF. £2.92 per doz.
Telephone: Bradford (0274) 22005 Or order in singles through your usual wholesaler.

COUNTERPOINTS

Latest move in cold treatment market

Parke Davis are the latest company to move into the one-pack cold and 'flu treatment market. Benylin day and night cold treatment (£0.95) is in tablet form, yellow tablets to be taken three times a day and a blue tablet to be taken at night. Each yellow tablet contains paracetamol 500mg and phenylpropanolamine hydrochloride 25mg and each blue, paracetamol 500mg and diphenhydramine hydrochloride 25mg.

Each pack contains tablets sufficient for five day's treatment (15 yellow, 5 blue). Parke Davis say that their research has shown a need for "round the clock" treatment in one pack. "The product has very big potential because it's logical", says product manager, Julian Stainton. "Tablets are handy to keep by you all day when you've got a cold." Benylin day and night cold treatment is Pharmacy Only. *Parke-Davis & Co, Usk Road, Pontypool, Gwent NP4 8YH.*

Polaroid aid Xmas sell-through

Polaroid, in what they describe as a "determined effort to help the dealer sell out this Christmas," have created a national promotion. It will be supported by national advertising and, "is designed to make Polaroid instant cameras easier for the consumer to afford than ever before" says Jim Slee, sales manager. "All that is required," he continued, "is display the point-of-sale material and sell the cameras. No forms to fill, no claims to make, no money to give away. And a huge amount of advertising support."

So that retailers can link their name to the national promotion Polaroid are offering 75 per cent advertising contribution toward the cost of a local advertisement featuring the promotion. Polaroid are also offering extra discounts to retailers buying under the Christmas pack scheme, and extending credit into mid-January. There will also be discounts on all Polaroid camera accessories.

The Christmas television commercial will again feature Richard Briers—star of the BBC "Good Life" series—extolling the virtues of the "world's simplest camera." Briers appears again on a unit display stand and a showcard for the Model 1000. Another showcard also featuring Briers will draw the consumers' attention to the Christmas promotion. Polaroid's automatic focusing Polasonic cameras will have special single unit full colour card stands to enable them to be simply and quickly displayed on counter or shelf, says the company. *Polaroid (UK) Ltd, Ashley Road, St Albans, Herts.*



Fever scan

Fever Scan, a liquid crystal digital thermometer, displays the patient's temperature in figures rather than indicating a feverish condition. Distributed by Dendron Ltd, Fever Scan (£1.35) will be advertised in *Parents, Mother and Baby, Mother and Under-5's*. A counter dispenser containing 12 wallets is available. Distributed by *Dendron Ltd, 94 Rickmansworth Road, Watford, Herts.*

LRC bring Glymiel jelly up-to-date

Glymiel jelly is being relaunched by LRC as Glymiel Gel (75 ml £0.47, 100 ml £0.57). The company is aiming to attract a wider range of consumers by giving the product a more modern look and positioning it as a moisturising product for roughened and chapped skin.

Glymiel jelly has been available for over 40 years. LRC has repackaged the product in a green tube and carton but has retained the familiar and traditional links with the original pack. *LRC Products Ltd, Sanitas House, Stockwell Green, London SW9 9JJ.*

Effico packaging gets a tonic

Pharmax have redesigned and completely changed their presentation of Effico tonic. Several designs were market tested on chemist's shelves and the final design scored higher than any other tonic preparations for pack appeal and identification of tonic qualities. The new presentation is a 300ml clear glass bottle (£0.84) in a full colour design carton. *Pharmax Ltd, Bourne Road, Bexley, Kent.*

PRESCRIPTION SPECIALITIES

PNEUMOVAX vaccine

Manufacturer Thomas Morson Pharmaceuticals, Hoddesdon, Herts EN11 9BU

Description Single dose, prefilled syringe containing in 0.5ml, 50mcg of each polysaccharide type derived from capsules of the 14 most prevalent pneumococci dissolved in isotonic saline containing 0.25 per cent phenol

Indications Immunisation against pneumonia and bacteraemia caused by those type of pneumococci included in the vaccine. See literature

Contraindications Hypersensitivity to any component of the vaccine. Not to be given during pregnancy

Dosage A single 0.5ml dose subcutaneously or intramuscularly. Not to be given to children of less than two years

Precautions Expected serum antibody response may not be obtained in patients receiving immunosuppressive therapy. Delay use of vaccine in any febrile respiratory illness or other active infection except when this delay may involve even greater risk. See literature

Side effects Local erythema and soreness at injection site; local induration occurs less frequently. Low grade fever occurs occasionally

Storage 2° to 8°C

Packs A single 0.5ml prefilled syringe (£5 trade)

Supply restrictions Prescription Only
Issued September 1979

More Norval

A 500-tablet pack of Norval 30mg (mianserin hydrochloride) has been introduced by Bencard (£90.75 trade). *Bencard, Great West Road, Brentford.*

Larger Psoradrate

A 100g pack of Psoradrate (£4.49, trade) has been introduced by *Eaton Laboratories, Regent House, The Broadway, Woking, Surrey GU12 5AP.*

Strong Dithrocream

A higher-strength Dithrocream will be introduced by Dermal Laboratories in October. Dithrocream forte containing 0.5 per cent dithranol will be packed in 50g tubes (£1.99 trade). *Dermal Laboratories, Tatmore Place, Gosmore, Herts.*

Evans amitriptyline

Evans Medical say that from September 17, amitriptyline tablets BP 10mg (blue, film coated) and 25mg (yellow, film coated) will be included in their product range. Trade prices are 500 x 10mg, £2.62 and 500 x 25mg, £4.85. *Evans Medical Ltd, Speke, Liverpool L24 9JD.*

8 September 1979

Better for you, selling a rusk that's better for babies.



In line with leading medical authorities, Cow & Gate Liga Rusks are formulated to contain less sucrose than other leading brands.

So feeding Cow & Gate, there is less chance of a baby developing 'the sweet tooth' that can easily lead to obesity.

This is why Cow & Gate Liga are the rusks most often recommended by the medical profession. And the ones more and more mothers are asking for.

Stock up with Cow & Gate. Not only are they better for babies—they'll better your profits, too.

**Cow
& Gate**

The Babyfeeding Specialists



Three more **ALL CLEAR** few heads...

**1. NATIONAL 9.5 MILLION
DISTRIBUTION DOOR-TO-DOOR OF
EXCITING LOTTERY LEAFLETS.**

**2. BIG VALUE "MONEY OFF NEXT
PURCHASE" COUPONS ON PACK.**

**3. £200,000 MORE TV ADVERTISING
STARTS IN ALL REGIONS ON
10th SEPTEMBER.**

...and a few

reasons why will turn a



shoulders too!

Elida Gibbs  The brands that mean business

Employment of mothers

by Paul Hilden*

As a result of an important case under the sex discrimination acts, employers should take care when interviewing women for jobs not to lay any stress on questions concerning whether or not the woman applicant has young dependent children. In the case in question a woman applicant for a post was told by an official of a firm that he thought that it would prove too difficult for her to do the job and run a home with three small children. It was decided that this was indirect discrimination since all the firm should have been concerned with should have been the needs of the business and not the circumstances of the individual applicant.

Another argument might have been—would the same decision have been given in the case of a married man with three children? If not then there is direct discrimination. Whereas firms are still free to turn down applicants if they do not think their qualifications to do the job are suitable, they will be liable to pay compensation if they turn a woman down on the grounds of her individual and family circumstances.

Defence against prosecutions

There are two major areas in business and industry where it is possible for a person to be convicted for an action that he himself has not taken. In the offering of goods and services or in the field of health and safety, a manager or owner of a business undertaking can be prosecuted and convicted because of actions—or lack of action—on the part of staff for whom he has responsibility.

A prosecution can take place even though the manager or owner was not on the premises at the time. The law is extremely detailed so perhaps two examples will illustrate the point. One is from the retail trade, the other comes from the field of manufacture.

A sales assistant in a shop misdescribes goods to a customer who complains to the local authority. The inspector, after investigating the complaint, prosecutes the owner of the shop. Or, in a factory, it is the obligation of the workers to wear safety goggles when working on a process. An inspector on a visit sees that although goggles have been issued to the employees they are not wearing them. The works manager is prosecuted. Why should this be so and what defence is available to the person prosecuted?

Under the safety regulations, it is not

sufficient for the management to just issue the goggles and leave it at that, even though at the time it issues an instruction for the employees to wear them. It must ensure that the instructions continue to be followed. If a manager takes the line, "Well, its their eyesight at risk, why should I bother," he has not carried out his duties under the law and can be prosecuted. However, if he can show that by frequent tours of inspection he has done "all that is reasonable and practicable" to maintain a safe system of work, then he would have a valid defence. It is up to him, however, to show in court that he did take all reasonable and practicable steps and then it will be for the court to decide whether this defence succeeds.

In the case of the sales assistant, the shop owner can be prosecuted as the person in charge of the business. He is under a duty to see that his staff are properly instructed in the goods they are selling so that they do not give a false trade description to customers. If he fails in that duty and a false trade description is given, the owner can be prosecuted. His only defence is that he took all reasonable precautions and exercised diligence in trying to keep to his duties under the law. If he gave his staff proper instructions and exercised reasonable supervision this should provide an adequate defence to the charge. Again, what is "reasonable" will be for the court to decide.

The main lesson of this is to stress the importance of giving to staff in the fields of both selling and health and safety continual instruction and training to ensure proper compliance with the law.

In writing

At a time when more and more paperwork is being thrust upon businesses, it is important to sort out from the welter of forms and letters those matters which the law actually requires you to put into writing under pain of some financial penalty. In the field of employment law it is worth noting the occasions on which it is in your interest to say what you have to in writing form.

First, if you dismiss an employee, you are not required to give written reasons at the time of dismissal (although it may be wise to do so). However, if an employee requests written reasons for his dismissal, you are required to supply this in writing within 14 days. If you do not do so, then when a case comes before an Industrial Tribunal, you can be obliged to pay up to two weeks pay to the employee merely because you did not

give written reasons for dismissal. Then, in paying your employees, you are expected to give in writing to them details of any deductions you make or have to make from their gross pay. If you do not do so you could be taken before a Tribunal and be obliged to pay the amount of the deductions you have not notified in writing.

If you dismiss an employee through redundancy, you are also expected to give that employee details in writing of his redundancy pay. There is no penalty for not doing so, but a failure to supply a statement may result in the bother of your having to appear before a Tribunal if the amount of redundancy pay is challenged. Whilst on the subject of redundancy, if you deal with a recognised trade union, and redundancy occurs, you are expected to consult with the union beforehand. If the union make representations to you against the redundancy and you reject those representations, you must do so in writing. Failure to carry out the consultations or reply in writing to the representations could result in having to pay the employees affected what is known as "protracted pay" and this can mean paying over heavy sums of money.

Then again, on joining your employment, an employee is entitled to have within 13 weeks of commencing employment with you a statement in writing setting out his main terms of employment. If you do not supply this, you could be taken to a Tribunal which can fill the details on the basis of what it thinks the terms of employment are.

Finally this matter of reducing things to writing is not necessarily a one way affair. If one of your women employees is leaving to have a baby and she tells you that she is going to exercise her right to return to your employment then you are entitled to ask for notice of this intention to be given in writing.

When you move

When businesses move, there is often a great deal of difficulty about correspondence sent to the former address. Arrangements are often made with the incoming occupiers of the old premises to forward letters and parcels to your new address. However, after while, things often become haphazard and the arrangements break down quite often within a very short space of time. It is known that the Post Office have a service for the purpose of redirecting mail, but a fee is charged. For redirecting letters for one month the fee is £1.25 but for the more realistic period of a year the fee is £7.50.

For parcels a charge equal to the original postage is payable when parcels are redirected but you must inform the Post Office that you require parcels to be redirected. Otherwise they will be returned to the sender as undelivered. If you are likely to have a number of telegrams addressed to your business, you must make special application to have these redirected.

*Pen name of a barrister

**Reach for the
name
with confidence**

Acid Acetic BP
Acetone BPC
Alcohol Dehydrated BP
Alcohol Dilute BP (90%)
Aluminium Hydroxide Gel BP
Application Benzyl
Benzoate BP
Bismuth Carbonate BPC
Carbon Tetrachloride
Commercial
Cream Aqueous BP
Cream Cetomacrogol BPC
Cream Oily BP
Dextrose BP (Monohydrate)
Diamorphine
Hydrochloride BP
Dithranol BP
Elixir Paracetamol
Paediatric BPC
Paracetamol

- Injection Paraldehyde BPC
- Injection Phenol Oily BPC
- Injection Procaine 1% in Normal Saline Solution
- Water for Injections BP
- Kaolin Light BP
- Linctus Codeine BPC
- Linctus Pholcodine BP
- Linctus Simple BPC
- Linctus Squill, Opium
- Linctus Squill, Opium
- Linctus Squill, Opium

Potassium Citrate BP
Granular
Paste Zinc and Salicylic
Acid BP
Powder for Mixture of Kaolin
and Morphine
Powder for Mixture of
Magnesium Trisilicate BPC
Purified Water BP
Sodium Chloride BP
Solution Formaldehyde BP
Syrup BP
Methana Compound

Commercial
Cream Aqueous BP
Cream Cetomacrogol BPC A
Cream Oily BP
Dextrose BP (Monohydrate)
Diamorphine
Hydrochloride BP
Dithranol BP
Elixir Paracetamol
Paediatric BPC
Elixir Phenobarbitone BPC
Elixir Triclotol BPC
Emulsion Liquid Paraffin BPC
Emulsion Liquid Paraffin and
Phenolphthalein BPC
Extract Liquorice Liquid BP
Eye Drops A

us Squin...
 diatric BPC
 ment Methyl Salicylate BP
 ment White BPC
 tion Calamine BP
 ozenge Benzalkonium BPC
 ozenge Liqueous BPC
 Magnesium Trisilicate BP
 Mixture Ammonia and
 Ipecacuanha BPC
 Double Strength
 Mixture Ammonium Chloride
 and Morphine BPC
 Double Strength
 Mixture Ipecacuanha and
 Morphine BPC 1-5
 Mixture Magnesium
 ... BPC

Syrup BP
Syrup Cocillana Compound
BPC 1949
Tablet Ascorbic Acid BP
Tablet Aspirin BP
Tablet Aspirin Soluble BP
Tablet Calcium Lactate BP
Tablet Ferrous Sulphate BP
Tablet Frusemide BP
Tablet Glyceryl
Trinitrate BP
Tablet Methyldopa BP
Tablet Oxytetracycline BP
Tablet Paracetamol BP
Tablet Phenobarbitone BP
Tablet Phenylbutazone BP
Tablet Phenytoin BP
Tablet Pseudoephedrine BP

Eye Drops BP
Sulphate BP
Eye Drops BP
Eye Drops BP
Adrenaline BP
Glucose BP
Glycerol BP
Com
Inhalation Menthol and
Benzoin BPC Meth
Inhalation Menthol and
Eucalyptus BPC
Injection Aminophylline BP
Intravenous
Injection Atropine
Sulphate BP
Injection Calcium
Gluconate BP
Injection Dextrose BP
Injection Diamorphine
Hydrochloride BP
Injection Morphine
Sulphate BP

an

- Oil Eucalyptus BP
- Oil Olive BP
- Ointment Benzoic Acid,
- Compound BPC
- Ointment Emulsifying BP
- Ointment Methyl
- Salicylate BP
- Ointment Zinc and Castor
- Oil BP
- Paraffin, Yellow Soft BP
- Paste Bismuth Subnitrate
- and Iodoform BPC 1954
- Paste Coal Tar BPC
- Paraffin, White Soft BP
- Potassium Bromide BP

Tablet Phenolphthalein BP
by ...
Hydrocortisone BPC
Tablet ... Sulphate BP
Talc Purified BPC (Sterilised)
Tincture Benzoin
Compound BPC
Tincture Chloroform and
Morphine BP
Vitellae Amyl Nitrite BPC
Water Hamamelis BPC
Alcohol Isopropyl BP
Cream Buffered BPC
Cream Proflavine BPC
Elixir Ephedrine BPC
Eye Drops Zinc
Sulphate BPC
Injection Adrenaline
Tartrate BP

Injection Diazepam
Hydrochloride BP
Injection Morphine
Sulphate BP

Paraldehyde
Potassium Bromide

Because we can meet your dispensing need for:

- an extensive range of standard drugs and generics
- reliable products consistently manufactured to high pharmaceutical standards
- daily delivery from your wholesaler

Limited Group of Companies

Evans Medical Limited
A member of the Glaxo Group of Companies

Proper nourishment is essential for people recovering from illness. Problem is, in the early stages of convalescence especially, people often just can't stomach solid food.

That's why Complan was developed specifically at the request of doctors.

It's a complete, balanced food containing a total of 20 nourishing and essential ingredients. Providing all the

A recommendation from you just what ordered.

vitamins, protein and minerals a body needs.

One mug can replace a light meal of 250 calories. Two mugs can replace a main meal.

To back up your recommendation, we're conducting Nutritional Forums all over the country for doctors, community and district nurses.

And, we're running a brand new advertising campaign with double page spreads in Radio Times, My Weekly, Woman's

Realm, Woman's Weekly, Woman & Home and Reader's Digest.

It starts in October and runs through to March. Reaching 8 million housewives over and over again.

So professional recommenders and potential customers will be more aware than ever before that when someone in the family can't face food, all they need is a pack of Complan from you.

Farley Health Products, Torr Lane, Plymouth PL3 5UA.

Complan is a trade mark.

Recommendation could be the doctor



Just what the doctor ordered.

VANTAGE SYSTEMS HELP YOUR BUSINESS GROW

VANTAGE

MANAGEMENT SYSTEMS

guide you in using your business skills to increase sales and make more profit ...

Automatic Stock Control
tells you what to buy and when to buy it.

Electronic Keypads
will bring you fast and accurate order-transmission.

Management Information
tells you everything you need to know about the health of your business.

VANTAGE

MERCHANDISING SYSTEMS

have been designed to help you make the most of your business assets ...

Monthly Sales Promotions
offer special big discounts to all Vantage members.

Point-of-Sale Kits
—powerful display material brings customers into your shop.

Effective Shop Layout
is expert's work—Vantage can help you to maximise your profits.

If you would like to know more about Vantage, ask your Vestric representative or write to:

**Customer Services Manager,
Vestric Limited,
Chapel Street,
Runcorn,
Cheshire WA7 5AP.**



A **Vestric** service
to pharmacy

Computers

Exploring and exploding myths

Selecting a computer system requires expert assistance but the user, for example a pharmacist, would find great benefit in knowing the essentials and some terminology involved. With that in mind, this review is intended to explore (simply) the workings of computers and to explode some of the myths surrounding them.

It is important to decide what is required of a computer before purchase. Most users find far more applications within a few months of trial than they had imagined; to their cost the computer selected may not aspire to their ideas.

There are sufficient computer pioneers in pharmacy to be able to highlight some pitfalls, and manufacturers will be only too delighted to demonstrate how their systems overcome them.

The term "computers" is in itself a misnomer for they do not necessarily do computations. The jargon word is "system" reflecting a set of components that in combination produce effects not achievable by the individual pieces. A good comparison might be a hi-fi system.

Garbage in, garbage out

Computers cannot think, they merely follow rules. If the rules are illogical or transmitted to the computer incorrectly, the results are typical of the £1 million gas bill about which so much is heard. The Americans have a saying "Garbage in, garbage out". Errors due to mechanical or electrical faults are possible, but with detectors within the apparatus they can often be traced and eliminated.

Computers are often thought to be large and expensive and until a few years ago that was true. There are giant systems for solving extremely complicated problems or which may be used by a large number of people at the same time—time sharing.

There are also the minicomputers which have applications in warehousing and electronic point-of-sale transactions. For the dispensary (labelling, prescription records, stock control and many other applications including intellectual games) there is a range of personal microcomputers, from about £500 to £1,000. Typical of these are the Commodore Pet, and the Apple II.

The components of a computer system are commonly divided into two classifications—hardware and software. Hardware, as the name suggests, includes the physical apparatus. Software involves the



Vestric's display screen and keyboard

programs (instructions) to carry out the required tasks. Software often costs as much as hardware.

The basic functions involved in a computer transaction are input of information, processing of that information (decoding and manipulation), storage for future use, and subsequently or alternatively, output of results (display or print-out usually). Clearly, a computer requires input facility, a processor, a storage unit or memory, and an output device.

The input and output are often considered together because one device frequently serves both functions. The visual display unit, for example, comprises a keyboard input and a television-like screen for output.

The VDU may also act as a visual check for input and the output may be a printer if a paper record of the transactions is required. The output (and possibly input) may be vocal although development has not yet reached sufficient sophistication to be practicable.

The hub of the computer's activity is the processor, usually called the central processing unit (CPU). The computer operates as a complex series of on-off switches and communication is by way

of the binary numbering system where a 0 may be equivalent to "off" and a 1 to "on".

In a decimal number the first position represents units, the next tens, the next hundreds (10^2) etc. In binary, the first position represents units, the next twos, the next fours (2^2), the next eights (2^3) etc. Thus the binary equivalents of some decimals become:—

Decimal	Binary
0	0
1	1
2	10
3	11
4	100
5	101
6	110
7	111
8	1,000
9	1,001

A string of binary numbers can instruct the computer by a pattern of on-offs, to perform in a particular way. However, to make life easier for the human operator, computers are usually designed to recognise a simpler code and then convert that to binary notation for their internal use.

Most computers use an eight-bit code, a "bit" being a binary digit. The code comprises an eight-digit sequence of 0s or 1s allowing 128 possible combinations. Thus, if a predetermined arrangement of alphanumeric characters (comprising alphabet and decimal numbers) is keyed in, the computer will decode to a group of eight-bit codes for processing.

The eight-bit codes can be stored in the computer memory for later use and the storage capacity of the memory is usually expressed in bytes or K. A byte is eight bits, that is one eight-bit code or a single character. K is the equivalent of 1,024 characters and so storage capacity of say 16K is 16 x 1,024 characters.

Processor and chips

The processor is an arrangement of printed circuit boards holding a series of silicon chips—the whole thing being an integrated circuit. The silicon chip contains the on-off switches and the circuit boards allow chips on one board to communicate with each other, and with those on other boards. A microprocessor is a less powerful but advantageous dev-

Continued on p363

A word about

Sensodyne is the up-to-the-minute word in oral health. It's a full range of oral hygiene products – toothbrushes, toothpaste, dental floss – designed to help keep teeth and gums clean and healthy.

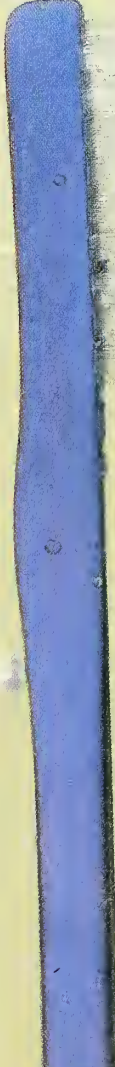
There are the established Sensodyne Toothbrushes – now the fastest growing toothbrush brand. There's a choice of four to cover all the family's needs: Searcher and Plaque Remover,

two alternative designs for routine adult use – Junior for children – Gentle for people with sensitive teeth and gums.


As a companion to the Gentle toothbrush there's Sensodyne Toothpaste – a special formulation to relieve dental sensitivity.

Now, too, there is Sensodyne Dental Floss – double textured and lightly waxed, so that it spreads well and is easy to handle.


But Sensodyne means more than just a range of products. It also says a lot about quality. Because Sensodyne products are professionally designed and recommended by dentists. And Sensodyne tells you something about promotional support, too. We're putting more advertising



**Sensodyne
Searcher**



**Sensodyne
Gentle**



**Sensodyne
Junior**



**Sensodyn
Plaque
Remover**

Oral health: Sensodyne

muscle behind the Sensodyne range than ever before. Already, Sensodyne products are getting more dental promotion than any other oral hygiene range – and now we're also advertising the toothbrushes direct to the consumer, with special emphasis on the Searcher. The main target is young housewives and you'll see the ads appearing in magazines like "Woman", "Living" and "Radio Times."

Now about your part in all this. It's a vitally important one, because Sensodyne products are sold mainly through chemist shops – as you'd expect from their quality and pedigree. And we take steps to make it worth your while.

There's a big new display stand – see illustration – holding 12 dozen brushes and a dozen of dental floss.

Sensodyne products are premium priced – that makes them more profitable for you. And their high quality and professional design are right in line with the growing trend



towards better oral health. You can put your word behind Sensodyne. We do.

**Quality products for
dental health from
STAFFORD-MILLER
Stafford-Miller Ltd.,
Hatfield,
Herts.**



IT'LL STOP GREASY CUSTOMERS SLIPPING THROUGH YOUR FINGERS.

New reformulated
Cream Silk conditioner
for greasy hair is now
100% oil free.

That's what your
greasy customers
want.

And what's
more, there
are an awful
lot of them.

To make sure
you don't miss out
on them or any
of the others

we're spending
£700,000
on the whole
Cream Silk
range.

Which
should leave
you with
quite a
handful.



Elida Gibbs  The brands that mean business.

Exploding myths

Continued from p359

elopment of the conventional processor.

The microprocessor is cheap to mass produce and has fewer chips thereby allowing smaller, cheaper computers to be made.

There are various ways of storing information differing mainly in speed of access to the data. The two basic types of memory are read-only and read-write. New information cannot be added to read-only memory (ROM). There is usually only a small amount of ROM (1K is enough) in a computer but it is essential for getting the machine going and is not erased when the machine is off. The computer must have sufficient memory to accept the program.

The read-write memory, often a random access memory (RAM) stores the program or data to be processed. It is erased when the machine is switched off. As the name suggests, information can be added. The random access refers to retrieval of information in a random fashion, that is, the data required may be located without examining all other data put in before it. A good comparison is the difference between a gramophone record and a tape. To find a particular point on a record, the gramophone needle may be moved across the radius without necessarily following the circular groove. To reach a spot on a tape, the length of tape in front of the spot has to be searched—a relatively slow process even with fast-wind facility.

Storage devices

External storage devices are the cheapest form but are the slowest for the computer to search. The two common types are the cassette tape—similar to audio cassettes and may even be so on cheaper computers—and the floppy disc. The main difference between the two forms is cost (cassettes are cheap) and speed of access to the data, again illustrated by the gramophone record and tape comparison. Discs look like small gramophone records in a plastic envelope. They can store much data which can be found in seconds and can be loaded into the computer about a hundred times faster than from cassette. They can be easily distributed by post.

A much slower form of storage is paper tape. It is a reel of tape with holes punched across corresponding to the eight-bit binary code. A hole might denote 1 and no hole, 0. Paper tape is relatively expensive because it cannot be re-used.

The form or "language" used to instruct the computer varies according to the tasks required and the skill of the opera-

tor. The computer will interpret the language into binary form but the operator's language may range from machine language which is complex for man to understand but is precise, to high level such as Basic which is a simple form of English. For example, to print an alphabetical character on a VDU screen would require a lengthy alphanumeric code in machine language detailing step by step instructions to the computer. In Basic, the character itself would be tapped in from the keyboard leaving the computer to unravel the steps.

Basic was designed as a Beginners' All-purpose Symbolic Instruction Code. Usually corrections can easily be made because the computer informs the programmer of any errors it finds as the program is entered. There are different versions available, not necessarily compatible with all machines.

Cobol (Common Business Orientated Language) is probably the most widely

that some computers can take only specially written programs, whereas "off the peg" software is widely available at low cost. However, such mass produced programs will inevitably be generalised and not specific to problems.

A system must be expandable so that bigger and better functions may be carried out as the user gains experience. A proven track record in adding new, compatible modules is therefore essential from any manufacturer.

Good equipment will have a full keyboard with every character; the keyboard needs to be robust and not damaged by a splash of water, for example.

If punch-card readers and light pens can be added easily so much the better because they are alternative methods of introducing data into the computer. A punch card is a variation of the paper tape. A light pen is a device for automatically reading codes on shelves or packs without the need to key the infor-

Alphabetic characters: Letters A to Z.

Alphanumeric characters: Letters A to Z and numbers 0 to 9 (also includes punctuation symbols).

Basic: Common microcomputer programming language.

Binary system: Mathematical code recognised by the computer, comprising two symbols 0 and 1.

Bit: Space occupied by one binary digit.

Byte: Sequence of eight bits, usually the space of one alphanumeric character.

CPU: Central processing unit, the main part of the computer where information is acted upon according to instructions.

Daisywheel: Character layout on a typewriter-like printer. Characters are arranged on the circumference of a many-spoked wheel (daisy). **Golfball** describes another arrangement where characters are on the perimeter of a ball.

Dot matrix: Another type of printer where characters are built up from dots

Hardware: Physical machinery in a computer system

Floppy disc: Magnetic disc used to store

information and/or to introduce instructions to the computer

K: 1,024—commonly used to describe storage capacity of computer memory, for example 32K (32 x 1,024 bytes)

Light pen: Device to read computer recognisable code which may or may not appear similar to typewriter characters. Stock items may be labelled with such characters and identified for sales control directly to the computer/cash register without keyboard operation

Program: Series of step by step instructions to the computer to control processing of information.

RAM: Random access memory, allowing particular stored information to be retrieved "at random", that is, without searching all information before and after on the file.

ROM: Read-only memory, to which information cannot be added or erased—essential to allow the computer to recognise and activate the input of a program during initial operation stages

Software: Programs

used commercial language. It is readable by laymen but is verbose and complicated for simple programs. Cobol is widely used on mainframe computers and there is a wealth of experience in its programming. Programs in Basic are shorter than in Cobol, however and small business packages tend to be in Basic.

Fortran (FORMula TRANslator) is widely used in scientific programs. A new language, Pascal, is becoming generally available but has weaknesses. Hence the languages likely to be met are Basic and Cobol.

The important features are compatibility, expandability, reliability, availability and price. For a personal computer, ease of use is an advantage.

The importance of compatibility is

mation in. It is very useful for stock control and point-of-sale information.

For any reasonably sophisticated use of microcomputers a memory of at least 16K is required and 32K would be better. As a comparison Megabyte memories are used in business computers.

A printer may be required, at a later stage, if not sooner. The speed of print-out will probably determine the price but the two basic varieties are the daisywheel or golfball typewriters, and the dot-matrix.

It will be realised that a review of this length can only deal in elementary terms. There are whole volumes devoted to the subject and anyone seriously considering the use of computers in business would be well advised to seek some out.

DEVELOPING FAST, BUT

By 1984, and some say well before, computers will have made a major impact on pharmacy. Recognising this, many of the representative organisations have set up committees to evaluate progress and to predict the future effects of new technology. The Prescription Pricing Authority is also conducting computer trials in prescription pricing.

The main pharmaceutical wholesalers are developing computer systems for internal efficiency and inevitably this is spilling over into retail pharmacies. If the ordering system can be streamlined, benefits should occur to both types of business. The main problem is to persuade retailers to finance a terminal in the pharmacy.

Dressing up

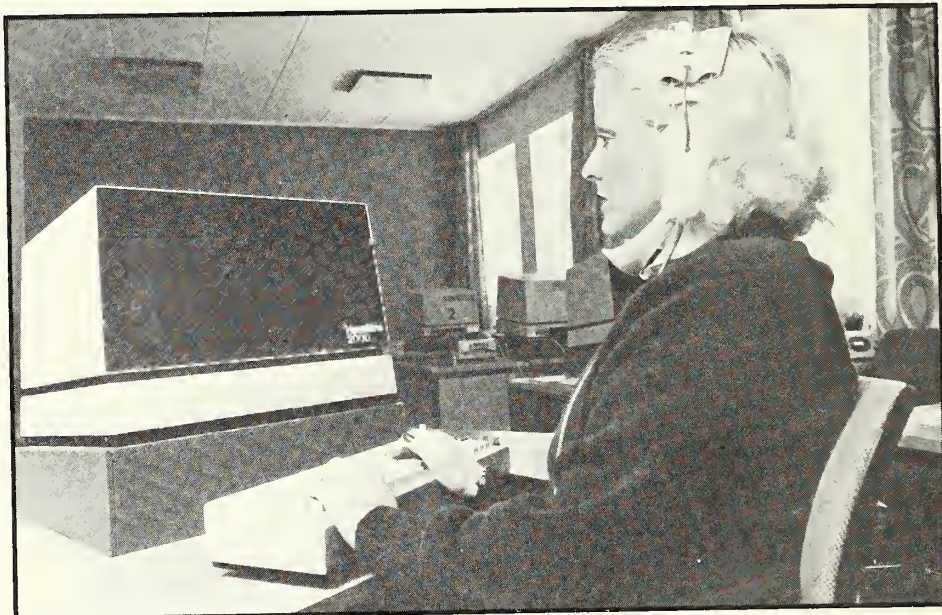
Therefore each wholesaler is dressing up the retail end of the system with offers of management information, stock control, accounting procedures and possibly patient medical record facilities. It must be remembered that such systems inevitably tie a retailer to a particular wholesaler. Even if the retailer is free to order goods where he pleases (that is, he is not forced by discounting or other subtleties to use one main supplier) the computer's output will only be of value if most, and preferably all, transactions are fed through it.

To feed data into the computer, each product must be given a code. This may be a number keyed in, or a symbol "read" by laser scanners. Unfortunately, most suppliers are using their own, different, codes for the same products. Consequently, data concerning orders from one source are not likely to be compatible with those of another. It is possible to convert codes into others but it is not always a practicable proposition. For a company considering computerisation, the Chemist and Druggist Price list unique product code is also available.

Supermarket trials

Various trials conducted by the major supermarket chains have suggested that significant financial savings will only come about from full implementation of computerised point-of-sale systems when a universal products code is included on labels at source.

In the grocery trade, agreement has been reached between manufacturers and retailers to adopt the European Article Number system of product coding. The code is a 13 digit number, portions of which represent manufacturer, product and, country of origin. It is most likely to be used in the form of a bar code as part of the product's label and conse-



Call-up time to chemists on a Modcomp II system

quently will be introduced by manufacturers not retailers.

Already there are over 400 products labelled with EAN symbols in circulation, and there are 232 companies in membership of the Article Number Association (UK). The symbol is expected to be in common usage from 1982, although most retailers feel that 80 per cent of products must be coded before benefits can be obtained.

Recent reports indicate that Tesco are considering computerising all their 560 stores over the next 10 years at a cost of £90 million. Meanwhile staff are being trained in preparation for the bar code system.

Sainsbury are extending their experiments to include laser scanning next year, following the decision by Key Markets to begin later this year. Key Markets will initially hand-label over 80 per cent of lines with the EAN code in preparation for source marking.

Companies with a high percentage of own-label goods have an advantage in that bar codes can be source marked according to schedule although for imported goods, longer notice may be required. For oddly-shaped goods such as clothing, wands incorporating the laser beam are being tried. Conventional goods are passed over a laser window instead of being keyed in.

Boots completed a trial in Sheffield at the end of last year. They attached magnetic labels to most items and a Datapen connected to the cash register was used to read the code. Some fast-selling lines were not individually labelled, but wand read codes were held on a card kept at the point-of-sale.

Difficult-to-label items were keyed in.

The company found the labour problems of labelling to be a deterrent to full implementation and is awaiting introduction of source marked national coding before proceeding further. It is likely that each chain will ultimately introduce a computerised POS scheme according to its own needs rather than conforming to a uniform plan.

There are several ways in which data may be captured at the checkout. Items may have a price-look-up code which is keyed in and this may be refined by allotting shorter codes to the fast selling lines—velocity coding. Most registers have a panel visible to the customer showing prices as items are recorded. Receipts usually give price, brief description of item, number of items bought, cash tendered and change given.

Benefits said to be realised vary according to the type of business. Automatic reordering improves stock control and management, reducing the amount of capital tied up in stock. Some multiples, find the reduced stockholding in the shops themselves frees space for sales purposes. Slower moving lines may be identified at an early stage and a decision taken on whether to promote or discontinue. Price promotions can be applied at noticeably slack periods.

Price-look-up can improve accuracy of pricing to the customer. Shrinkage of particular lines may be monitored. Increase in checkout speed has only been noticed where many items are bought by each customer, although laser scanning has improved the speed in some trials.

By comparing sales transactions

WITH WHAT RESULTS?

throughout the day, staff manning levels can be maximised for busy periods. However, American experience of significant staff savings at the checkout are not likely to be repeated in the UK because there are already fewer staff at each checkout in the UK. In America, for example, "baggers" were employed on each checkout in addition to operators.

A Post-news report, "Electronics in supermarkets" predicts that a third of all supermarket checkouts in the UK will be fitted with some form of electronic cash register or point-of-sale terminal within two years. By five years, one in eight is expected to have laser beam scanners. A further development expected, is the financial terminal, by which customers' banking transactions can be carried out at the supermarket checkout using a credit card.

Consumer attitudes

Although there appeared to be no signs of consumer resistance during the UK experiments, US experience should be heeded. In the first US installations items were coded but not priced. Prices were given on shelf labels and on sales receipts.

Consumers complained that prices of different items could not be compared without returning to the shelves, and without keeping sales receipts, prices could not be compared at home. There was also concern that shelf labels were not always directly located with the products and that prices on shelf would not be the same as those in the computer.

Eventually laws were introduced to maintain price-marking of goods.

In Denmark, a supermarket chain introducing laser scanning found union opposition to the staff productivity monitoring. Eventually the store had to discontinue the practice.

Pharmacy use

Except for large multiples, the retail pharmacy use for computer terminals is likely to be confined to the dispensary with spin-offs of accounting and stock control. The costs of a full point-of-sale system will probably be prohibitive for some time.

Mr Colin Bell Vestric customer systems controller, suggests pharmacists thinking of installing a computer should first answer some basic questions. Will the market in his area change greatly because of a population shift? Is retirement a possibility within five years? Will the local surgery move, increase its number of patients or lose a significant number? Mr Bell believes that hard thought will be required if there are any



The NCR 2140 series POS terminal (from around £2,500) has a magnetic cassette recorder. Data captured can then be processed on a computer or by a bureau.

doubts, with likely first year rental costs of about £3,000.

However, with the prospects of more time for selling and patient counselling, more time for leisure, and extra ability to cope with the burdens of legislation and administration, such a cost might be thought worthwhile.

Systems soon to be available (p367) can produce labels for dispensed items. The information fed to the computer to create the label can be used as the basis for stock control, ordering and prescribing statistics. A separate data capture device would be needed at the counter for OTC lines, although the data recorded on a magnetic tape or disc could then be fed into a single microprocessor for analysis.

Portia Isaacson put the costs of personal computers into perspective at the recent Microcomputer show, organised by Online in London. She is president of the Computer Retailers' Association

A bar code, the key to POS computerisation.



in America and formerly a member of the computer science faculty at the University of Texas. She suggested that although 32K was sufficient for most small business computer memories, a megabyte could be the trend. In 1975, such a memory cost \$100,000; by 1990 it would cost \$100 she predicted. Put another way, for the same costs systems could become much more sophisticated.

Ms Isaacson said that a personal computer of 32K memory could cost as little as \$5 a day in the USA. At that price she felt companies could afford to use them infrequently and for trivial chores. Perhaps even more important was that companies could afford more than one so that there was always a spare in the event of breakdown. Ms Isaacson's costs were for hardware only but the principle remains even when the costs of software are included.

Patient records

It is often suggested that computers could be used in the pharmacy for patient records. It is difficult to see how an accurate file could be built up without patient registration—a controversial subject in itself.

Some argue that computerised patient records would create a more professional role for the pharmacist and would increase job satisfaction. Yet few pharmacies have adopted a manual patient record system. Computerisation would merely remove the labour-intensive element of any such tasks. It would not in itself create professionalism.

Another consideration is the extent to which doctors would provide the medical information required to initiate and update the files. If a doctor had a computerised file in the surgery, there might have to be a passcode which limited access to certain information only, to protect patient confidentiality. It is easy to envisage a computer in the dispensary of a health centre, however, with the pharmacist advising a doctor on prescribing.

The effects on staff when a computer is installed are not clear. In theory, mechanisation of tasks should require fewer staff, in practice, particularly in a smaller pharmacy where the minimum staff for busy periods is already achieved, there is more likely to be wider use made of employees. It may be that staff will find the work less of a chore and more interesting. However, larger multiples could possibly trim some staff and become even more competitive.

The Department of Industry believes

Continued on p367

DUREX*

PRICING ANNOUNCEMENT

Rising costs make it necessary for us to increase prices on the Durex range of protectives. These increases are listed below and become effective from Monday 3rd September 1979.

Brand		Maximum Recommended Selling Price (Including VAT at 15%)	Basic Trade Terms
Nu Form Extra Safe	3 pack	41p	£8.56 per gross
Nu Form Extra Safe	12 pack	164p	£8.56 per gross
Unison	3 pack	41p	£8.56 per gross
Fetherlite	3 pack	39p	£8.14 per gross
Fetherlite	12 pack	156p	£8.14 per gross
Nu Form	3 pack	39p	£8.14 per gross
Nu Form	12 pack	156p	£8.14 per gross
Fiesta	6 pack	78p	£8.14 per gross
Black Shadow	3 pack	39p	£8.14 per gross
Gossamer	3 pack	36p	£7.51 per gross
Gossamer	12 pack	144p	£7.51 per gross
Dry Durex/Allergy	3 pack	30p	£6.26 per gross
Supertrans	3 pack	31p	£6.47 per gross
Atlas	12 pack	128p	£6.68 per gross
Transyl	12 pack	97p	£5.06 per gross
Fourex	3 pack	350p	£36.52 per half gross

May we also take this opportunity of reminding you that it is a condition of sale that Durex protectives must never be retailed at prices in excess of the maximum retail prices shown on the price list. In addition please could you take note of the following:-

1. Stock purchased at pre-increase prices must be retailed to the public at prices not exceeding our previous maximum recommended prices.
2. Whilst stock purchased at the new prices must not be sold at prices exceeding that of our recommended prices, you may, if you wish, sell them at prices below the recommended prices.
3. All orders will be charged out at prices ruling on the date of dispatch of goods.

Price increases we are now implementing have been agreed with the Office of Fair Trading.

Durex and all brand names are registered trade marks.

LRC Products Limited, Sanitas House, Stockwell Green, London SW9 9JJ. Telephone: 01-733 7911. Telephone orders: 01-274 2076.

Unichem leading the race

Unichem are offering a microcomputer system with patient-care and commercial applications for delivery in September.

PRIDE (prescription record in dispensary environment) is an in-shop computer system designed specifically for pharmacy. It provides patient prescription histories; allergy, chronic disease and potential drug interaction checking facilities; label printing and prescription statistics. It also offers some accounting systems including payroll and purchase ledger.

The system may be operated with or without Unichem's other computer services. It consists of three separate components: VDU with keyboard, processor with disc files and telecommunication facilities, and a printer capable of 100 lines per minute. Each unit may be positioned in its most suitable location.

When a patient presents a prescription the pharmacist, (or member of staff) follows a sequence prompted by the VDU screen. If a patient-record file has been established, when the patient's name or number is entered, the computer immediately displays the full name and number, together with details of known allergies and the relevant information. Then drug details are typed in, either as an abbreviated description or using the Prosper code. Full details of the product are displayed together with the patient's history. The pharmacist can then determine possible interactions of the new prescription against other drugs recorded on the screened information.

Pride has a table of "sig" codes to enable label instructions to be typed in. The instructions are displayed on screen



and label printing is then initiated. The peel-off label is printed at high speed, using a tractor drive for alignment.

The patient history is automatically updated, the stock record for the drug is adjusted, a check is carried out to see whether the item needs to be reordered, and the prescription is logged for analysis purposes.

For Prosper users further Pride facilities exist. The Prosper terminal may be connected to the computer, which will then give a full display of the order data. The order will then be transmitted over telephone lines into the Unichem central computers.

Without Prosper the pharmacy may still order OTC requirements by keying them into the Pride computer at less busy times of the day. The disc files correspond to the full Unichem medical and counter ranges—approximately 20,000 items. Unichem say a pharmacy may well wish to use Pride to control non-Unichem lines and it is possible to add products to the computer files at will. It will be realised that this system

is not a POS sales monitor; for that a cash register would need to be linked to the computer. However, sales can be estimated by frequency of ordering.

The pharmacist sets his own reorder level and reorder quantity for each product that he stocks. He also determines the normal choice of supplier for the item. Where this is Unichem, the computer automatically transmits the order data as outlined above. For other suppliers the computer can display or print out "wants lists".

When goods are delivered, they are recorded on Pride, adjusting the stock holding levels. At the end of each day, week or month, statistics can be displayed or printed out, giving prescriptions dispensed and cumulative value. The figures can be used to check prescription pricing returns.

The payroll system copes with wide requirements and has standard facilities for the calculation of PAYE and NI. Payslips with coin analysis are printed by the system which can also produce various analyses.

The purchase ledger enables outstanding purchase invoices to be entered and held until payment when remittance advices are printed. Once paid an invoice may be retained or deleted from the files as required. VAT analyses can be prepared.

Full servicing cover and insurance have been arranged by Unichem, whose programming staff are continuing to develop further facilities.

The cost of Pride, including equipment, programmes, training and installation, is £3,995, substantially below the normal price of similar sophisticated units, which are sold without Unichem software, the company says. A leasing arrangement is also available.

The 1 per cent additional profit share for Prosper users is also applicable to Pride. Unichem expect, and are currently equipped to supply, about 10 Pride units a month.

More new systems on p368

Developments

Continued from p365

that general employment figures will not be reduced. It sees a shift of emphasis as more likely, with new types of job being created.

For those unwilling to purchase or lease their own computer but who have sufficient work to warrant one, there are bureaux. Work can be sent to the bureaux directly, or data can be transmitted from a terminal over a telephone.

In the Greater London area, Computer Time Sharing Services offer to small and medium businesses, an off-peak budget price. The normal rates are around £4 an hour and evening and weekend time costs about £1 an hour.

To communicate with the CTSS computer, the user needs a terminal, modem (converter device for telephone trans-

mission) or acoustic coupler, all of which can be leased.

For those enthusiasts willing to suffer the aggravation of setting up a computer system there can be immense rewards—personal if not financial. Those who are not do-it-yourself fanatics would be better off waiting until the teething problems of pharmacy software have been cured. They should not rush into accepting slick sales talk but shop around and ask the advice of "triallists". The National Pharmaceutical Association may also be able to help.

Before obtaining a computer, pharmacists would be well advised to study closely their management systems and requirements. Very often it is here that problems lie and significant improvements can be obtained by simply getting organised. After all, even the computer will rebel if it is not treated fairly and it could prove a lot cheaper to employ manual systems.

Will an electronic cash register suffice?

Despite the introduction of highly sophisticated point-of-sale computer systems the simple electronic cash register is likely to be prevalent for the next few years. The electromechanical cash register, however, will be playing an ever decreasing role at the counter.

A report by Ronald Brown "Electronics in supermarkets", published by Post-news (£39) compares the three systems. He says the main advantages of simple ECRs are low initial cost but with more facilities than electromechanical machines. Because there are no datacapture facilities they offer little more than conventional machines.

Middlerange ECRs however, are fully independent machines with some data capture and processing facilities. They have a low initial cost—the system may be started with one cash register. The main disadvantage is that they become relatively expensive when more than a few are needed because of duplication of equipment. Facilities are limited because units cannot communicate with credit record files or pool data for management information.

Can be extended

Powerful ECRs are stand-alone with extensive data capture and processing facilities. They have full price look-up, and can give immediate management information on sales through all terminals. They require a lower initial investment than minicomputer systems because they can be extended as and when required.

The addition of laser scanners and communication with a host computer is also possible. Nevertheless they provide fewer and less comprehensive facilities than minicomputer systems.

Point-of-sale terminal systems are fully computer controlled and provide additional and more sophisticated dataprocessing facilities. Sales, stock and labour scheduling are all possible. Unfortunately initial investment is high and a long planning and testing time is required.

The report gives a detailed table of models, prices and features. Sometimes the differentiation between types of system is not clear cut and it must be emphasised that the report considers models in relation to supermarkets, not chemists where the requirements may make some models less useful.

Mr Brown points out that an important indication of power and versatility of a machine is size of memory. Whether or not the memory is protected against power failures is also important because

all stored information could be lost. Usual protection is by "non-volatile" memory or a built-in battery, the latter's life also needing consideration.

Cost comparisons show that simple ECRs vary from £100 to £2,500 although around £1,200 is more typical where intensive use is required. For checkout operations, POS systems range from £1,600 to £4,500 and a full laser scanner system might increase the price to £10,000.

Cost savings, according to the report, amount to £362.50 per simple ECR per year based on a study of an eight checkout system. Equipping a store with units costing £1,200 yields an annual return of 30 per cent gross. Mr Brown concludes that is not enough to justify full-scale replacement of existing electromechanical units but would justify ECRs in a new store or when replacing worn electromechanicals.

Savings for electronic checkouts with laser scanners are more difficult to forecast and rely on a number of assumptions concerning improved productivity and reduced shrinkages. However, an American survey suggests that the pay-back period for a ten scanner system in a £45,000-a-week store could be 2½ years.

Idris Hughes ready by end of year

Mr Idris Hughes, a pharmacy proprietor in Hertfordshire, expects to have his stand-alone microcomputer system available for sale by the end of the year. Mr Hughes demonstrated some equipment at the recent National Pharmaceutical Association show and *C&D* published a report of his activities prior to the show (*C&D* June 16, p921).

Under the name Manorfield Systems, Mr Hughes has developed a company "wholly dedicated to the application of microprocessor technology in the practice of pharmacy". His philosophy is that pharmacists should retain their independence, controlling their own microprocessor without being tied to a wholesaler.

Appreciating that there is no truly average pharmacy, only patterns in the handling of stock and prescriptions, Mr Hughes divides pharmacies into groups and is developing a range of systems tailored to each group. To cater for every detailed requirement of individuals would be cost prohibitive.

Mr Hughes is also looking at a ready made accounting package and is hoping to get a licence agreement to sell it.

C&D Price List on computer media

The Chemist and Druggist Price list and weekly update is available on magnetic tape, punched cards or other specified medium for direct input to a subscriber's computer.

Benn Brothers, publishers of *C&D*, and Extel Communications Ltd can supply price changes that are published on Friday in the *C&D* Supplement on the preceding Wednesday to a BEPPS subscriber (Benn/Extel Pharmaceutical Pricing Service). Thus the subscriber can have an up-to-date price record in his computer for all products in the *C&D* Price list without further data preparation and checking.

In addition to the basic BEPPS service help may be possible with conversion from *C&D* codes to subscribers' existing codes, and typeset price lists for suppliers' or wholesalers' catalogues. Spinoff information such as classified product lists in print, microfilm or computer readable forms, is also possible.

Vestric trials in stand-alone system

Vestric are experimenting with an in-pharmacy microcomputer system. The hardware is an ICL 7501, comprising display screen, keyboard (cpu), magnetic disc storage, and a printer.

With each part linked to the other it is a typical "stand alone" micro-computer able to store information, process it and print labels.

If the disc unit is removed and a 7501 display screen is connected to a computer such as Vestric's ICL 2960, the system becomes "on line", with the 2960 operating as the memory bank.

Vestric customer systems controller, Mr Colin Bell, says the on-line configuration reduces the capital cost of the system and provides added benefit of a more powerful unit. The disc unit is an expensive component which "could easily be dispensed with on economic grounds".

In either configuration, the system is "real time", each item of information entered being first registered in the storage unit.

Vestric personnel have prepared several programs, covering both dispensary and counter business. Others are being prepared, and Mr Bell says Vestric have identified more than 20 software packages which could be supplied with the hardware, depending on individual requirements. A separate system based on the same equipment, but with different programs, is being developed for hospital pharmacy.

NURDIN & LTD PEACOCK

THE *Cash and Carry* WHOLESALERS

HEAD OFFICE BUSHEY ROAD, RAYNES PARK, LONDON SW20 0JJ

Offers available 10th September to 28th September 1979

HEALTH~HOME~BEAUTY



PRODUCT	SIZE	COST	M.R.P.	R.S.P.	PROFIT ON RETURN
Silvikrin Hairspray	12 x standard	£3.08	60p	38p	22.3%
Silvikrin Shampoo	12 x medium	£2.37	41p	29p	21.6%
Lil-Lets Regular	6 x 20's	£2.04	-	49p	20.1%
Lil-Lets Super	6 x 20's	£2.23	-	54p	20.8%
Mr. Sheen	12 x 178grm	£3.69	59p	45p	21.4%
Harpic	12 x 524grm	£3.23	53p	39½p	21.6%
Ajax Scourer (Price Marked 19½p)	24's	£3.44	19½p	-	15.4%
Comfort (Price Marked 27p)	12 x giant	£2.45	27p	-	13%

ALL OUR OFFERS ARE SUBJECT TO AVAILABILITY AND VAT WHERE APPLICABLE.

ALDERSHOT
Tel: Aldershot (0252)
26901 - 26144

BRIGHTON
Tel: Brighton (0273)
418822 - 414037 -
414285

COLCHESTER
Tel: Colchester (0206)
71281

DAGENHAM
Tel: 01-592 7839
585 7497
593 3501

IPSWICH
Tel: Ipswich (0473)
59059 - 54848 - 211077

NORWICH
Tel: Norwich (0603)
49029 - 410406

PLYMOUTH
Tel: Plymouth (0752)
708111/2/3

READING
Tel: Reading (0734)
585739 - 585730

STAINES
Tel: Staines (81)
52515

AVONMOUTH
Tel: Avonmouth (0272)
82 5551/2/3

CHATHAM
Tel: Medway (0634)
41621

COWES
Tel: Cowes (0983)
296511

EASTLEIGH
Tel: Southampton (0703)
613127 - 616390

LOWESTOFT
Tel: Lowestoft (0502)
65168 - 63431

NOTTINGHAM
Tel: Nottingham (0602)
869678/9 - 869670

PORTSMOUTH
Tel: Portsmouth (0705)
63563

SIDCUP
Tel: Sidcup
01-302 6237/8/9

WALTHAM ABBEY
Tel: Lea Valley (8)
715115 - 716351

BARNHAM
Tel: Yaxton (0243)
552628

CHRISTCHURCH
Tel: Christchurch (02015)
0202 - 482071

HANWELL
Tel: 01-579 5297
579 5298

NORTHAMPTON
Tel: Northampton (0604)
53012

PETERBOROUGH
Tel: Peterborough (0733)
231941/2

RAYNES PARK
Tel: Raynes Park (01-946 9111)

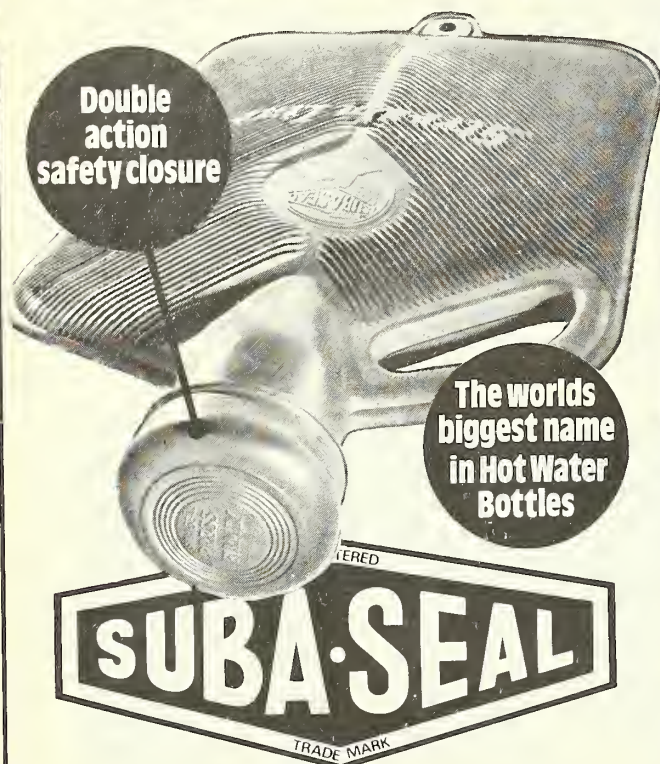
SOUTHEND
Tel: Southend (0702)
526241/2

WATFORD
Tel: Watford (82)
43903 - 38383

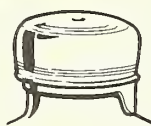
We do not compete with our customers—
we neither own nor control any retail shops.

We neither wish nor intend to serve members of the general public.

Unique safety...



Ribbed stopper for better grip



Turnover skirt for greater safety

from the 'top' choice Suba-Seal's unique double action

The Suba-Seal range of British made rubber hot water bottles is the biggest in the world, covering all popular bottles from the luxury Ocelot fabric tiny cot bottles to

the 6 pint capacity 'giant' bottle, available in a variety of colours and styles and all attractively packed in printed high clarity polythene bags to assist sales.



Full range of screw-top bottles also available

For further details or for a representative to call telephone Barnsley 0226-84081 or write to:-

William Freeman & Co. Ltd.,
Suba-Seal Works, Staincross, Barnsley, S.Yorks.
Telephone: 84081 Telex: 547186
24 hour — 7 day order facility
dial 0226—84085 and dictate your order.



BY APPOINTMENT
TO HER MAJESTY QUEEN ELIZABETH II
CHEMISTS



BY APPOINTMENT
TO H.M. QUEEN ELIZABETH, THE QUEEN MOTHER
CHEMISTS

NELSON'S

Britain's leading specialists in homoeopathic preparations, Nelson's produce a comprehensive range of medicines, specialities and toiletries, manufactured under modern laboratory conditions. Established in 1860, Nelson's have built up a worldwide reputation for technical excellence, quality and service which they are striving constantly to enhance. Lists of Nelson's Homoeopathic Medicines and Products are available on request.

A. NELSON & CO. LTD.

Laboratories and Accounts
215-223 Coldharbour Lane
London SW9
Tel: 01-274 3237

Registered Office
73 Duke Street
Grosvenor Square
London W1M 6BY

Telex 268312 HAHNEMAN NELSON
Cables HOMOEOPATH LONDON W1

The real worry of lost keys is who might find them.

If your keys carry your name and address, your property's an open door.

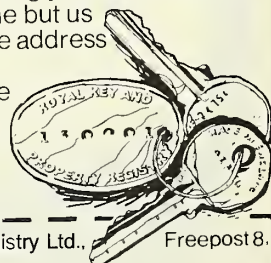
And if your keys *don't* carry a name and address, the chances of their being returned is almost zero.

For just £5 a year—less than 10p a week—we're able to ensure the return of your lost keys—or provide up to £150 towards the cost of changing locks if keys are not recovered.

Each set of keys is issued with a coded identity tag. This offers a £10 reward to anyone returning your keys direct to us. We return them to you. So no-one but us can even connect your keys with the address of your property.

Send the coupon now for our free brochure and full details.

There's no obligation and Freepost means you don't need a stamp.



To: Dept. 4, Royal Key and Property Registry Ltd.,
London W1E 1UZ Tel 01-723 3656

Freepost 8.

Please send me no obligation details

Name _____

Address _____

LETTERS

New deal and role for gp pharmacy

A new deal certainly is long overdue, let's hope it really is in sight at last.

The panel, however, is looking only at remuneration for NHS dispensing. It seems to me there is also an urgent need for a radical re-appraisal of the way in which general practice pharmacists are remunerated for other professional activities so that they can extend their roles in primary health care.

I agree the most important responsibility of the community pharmacist is to the public in his pharmacy, but there is much to be done elsewhere as well. I believe the pharmacist should be treated as a full member of the primary care team but will not be until he gets out of his shop more.

Before 1974 there were very few pharmacists employed by local authorities but many members of other health professions, doctors, dentists, nurses, midwives, chiropodists, health visitors, etc. Since re-organisation, when former local authority health responsibilities and staff were transferred to health authorities, it has become increasingly evident that there is a considerable unmet need for a pharmaceutical service in this "grey area" which lies between the traditional boundaries of the hospital service and the general practitioners. The present emphasis on primary care, and trends towards shorter hospital stay and day hospitals also are producing new medication problems. I believe general practice pharmacists should play a major part in improving these aspects of the community pharmacy service but that the present method of remuneration presents an almost insuperable obstacle.

Collaboration

Pharmacists have a part to play wherever there are medicines or where advice about medicines is needed. This includes community hospitals, day hospitals, clinics, health centres, homes for the elderly, nursing homes, sheltered accommodation, the community nursing and midwifery services, ambulance services, dental and chiropody services to name but a few. What is needed is not just supply of medicines but regular visits and advice. Hospital pharmacists cannot and should not tackle these problems alone, it needs a collaborative effort.

I suggest GP pharmacists not only should dispense for community hospitals, GP units and small hospitals in rural areas but also visit the wards, visit nursing homes, homes for the elderly, day hospitals, clinics and other community health care premises. There may not need to be a pharmacy in a health centre but a pharmacist should visit regularly and join in case conferences and other multidisciplinary activities. Pharmacists also should play a much more active part in

health education campaigns and should be in regular contact with health education officers. Some GP pharmacists also should teach both in health authorities and in schools of pharmacy.

This work needs doing now, not in twenty years' time. If there was a proper method of remuneration I believe we could make a start, and that health authorities would call upon general practitioners to play an increasing part in the development of a comprehensive community pharmacy service. Surely such remuneration also might help some pharmacies remain viable. Hospital pharmacists have learned they must leave their pharmacies. General practice pharmacists and their negotiators need to look outside theirs.

Joan C. Greenleaf

*Regional pharmaceutical officer
NE Thames RHA*

RPM collapse and rural practice

As resale price maintenance on prescription medicines sinks onto its deathbed, murdered by our own hand for short term gain, can I ask that some thought be spared for rural pharmacies whose very existence may be threatened? While an urban pharmacy may eventually suffer some loss of services (for no-one pretends that wholesaler discounts and the present degree of service are compatible), rural pharmacies must face a much more serious situation.

Take my own case as an example. My nearest colleagues are eight miles away so that deliveries to me involve 16 van miles each time. My wholesalers exercise much ingenuity in overcoming this obstacle and all three of them manage to make one delivery a day each. Even so, one delivery is made at half-past eight in the morning and another by a driver on his way home in the evening. So by hook and by crook between us we contrive to give my customers almost as good a service as I used to give them in city practice when I had three or four deliveries a day from each of four wholesalers.

Nor am I alone in my geographical isolation. Out of about 67 pharmacies in the county of Gwynedd, no fewer than 23, a full third, are the sole pharmacy in their locality. Their average distance from each other must be of the order of five miles and the economies of supplying them must be much less favourable than in urban areas where the average separation of pharmacies is about a quarter of a mile, or one twentieth the distance. Add in the depredations of doctor dispensing, which depress our script figures so that our "ethicals" accounts are lower than the national average, and it becomes obvious that our wholesalers need their full margin to provide us with any reasonable standard of service.

Speaking for myself, I want service more than discounts, which are more than likely going to be clawed back by

the DHSS. Ideally, I would like to be able to make a solemn declaration that I am in receipt of no discounts and should therefore be paid my ingredient costs in full, but I suspect that many of my urban colleagues would wish to do the same and there is a vanishingly small chance of DHSS agreeing to such a move since it would cost them too much.

There is, however, another possibility. The highest qualifying annual script number for the Essential Small Pharmacies scheme is 27,500 (three quarters of the national average and a figure still described by advertisers as a substantial prescription business) and with only geography as an additional qualification since the counter turnover requirement was dropped, it seems likely that those pharmacies listed as "essential" are almost precisely those which are likely to gain little and lose much from the present discount war. Would it not be sensible for the DHSS to stop discounting their ingredient costs, and at the same time for the wholesalers—and I include Unichem—to stop giving them discounts on, or linked to, "ethicals" purchases. Otherwise it begins to look as though they might be starved to death simply because no-one is prepared to supply them.

In urban areas, the collapse of RPM will mean that many pharmacies will go to the wall but, although this may be individually disastrous, there is little likelihood that patients will suffer greatly. In rural areas the loss of a single pharmacy is a serious matter for a whole community, for doctor dispensing is by no means a substitute. The action proposed in this letter will do much to preserve rural pharmacies, is simple to administer, and involves less cost to public funds than any alternative. Surely the NPA and PSNC should pursue it with all vigour.

R. Gartside
Llanberis

Since writing this letter I hear that the Barclays branch at Port Dinorwic is closing at the end of this month, because of a compulsory order. If their profitability had not been damaged by discounts they would, no doubt, have found other premises.

Mr F. H. Oliver

Friends and former students of Mr F. H. Oliver may wish to be reminded that a dinner to mark his retirement will be held in Sunderland on September 20. During the dinner a presentation will be made to Mr Oliver in recognition of his 30 years service as head of the school of pharmacy, Sunderland Polytechnic and anyone wishing to be associated with this presentation should send their contribution to me as soon as possible. Applications for tickets for the dinner (£6 each) are also invited, to arrive not later than September 17.

Betty P. Jackson,
F. H. Oliver Testimonial Fund,
School of Pharmacy, Sunderland
Polytechnic, Sunderland SR1 3SD.

APPOINTMENTS

Cussons Sons & Co Ltd: Mr Frank Masson has been appointed marketing manager, household products. He was formerly with Elida Gibbs, then Gillette.

Rockware Glass Ltd: Mr Christopher J. Squires, sales director, has been appointed director of sales and marketing of the company with effect from October 8. There will be no separate position of sales director in the future. Mr J. H. Trafford was appointed personnel controller on August 28.

Revlon International Corporation: Mr Charles Scanlan has been appointed executive vice-president, Revlon Europe, Middle East and Africa. Mr Scanlan will have responsibility for the sales development and marketing services of the Revlon Europe division and the regional franchise general management. In addition, Mr Scanlan will continue as managing director of Revlon UK, a position he has held since 1973. He will be located at the Revlon Europe, Middle East and Africa headquarters in Paris. Mr Hugh Wickes has been appointed to the position of deputy managing director.

Briefly

Savory and Moore say that with effect from September 1 they have acquired the company of Oddie and Whitby (Uckfield) Ltd of 162 High Street, Uckfield, Sussex, and have also acquired the business of Ernest J. Wright Ltd, 3 and 5 Broad Street, March, Cambridgeshire. Both businesses will be trading as branches of Savory and Moore in future. New managers are still to be appointed for these branches.

Wycombe Marsh Paper Mills Ltd have formed a new international sales and marketing division to be known as Wycombe Medical. As a selling arm of Wycombe Marsh Paper Mills, the medical division will be responsible for UK and overseas marketing of the range of sterilisation papers and for the introduction of a number of new products and ancillaries which will provide complete sterile supply packaging and control systems for hospitals.

MARKET NEWS

Anaesthetics up

London, September 5: Both the anaesthetic and solvent grades of ether were raised in price at the beginning of the week and from the beginning of next week the rates for chloroform are also being marked up. Bismuth salts have again tumbled, the carbonate is now at £6 kg against £6.62 in 250-kg lots.

Dearer among botanicals in one or both positions were Cape aloes, cherry bark, cascara, dandelion root and sarsaparilla. Henbane and European valerian were lower.

Chinese essential oils generally maintained their recent firmer tone while trading was somewhat dull. Elsewhere bois de rose was firmer and eucalyptus and lemongrass easier.

Pharmaceutical chemicals

Ammonium acetate: BPC 1949 crystals £0.7378 kg in 50 kg lots; strong solution BPC 1953 £0.243 kg in 250-kg lots.
Ammonium bicarbonate: BPC £190.83 metric ton, ex-works, in 50-kg bags.
Ammonium chloride: Pure in 50-kg lots £0.2344 kg for powder.
Ammonium tartrate: Commercial £2.28 kg in 50-kg lots.
Bismuth salts: £ per kg.

	50-kg	250-kg
carbonate	6.10	6.00
salicylate	7.75	—
subgallate	9.50	—
subnitrate	4.80	4.70

Chloroform: From September 10 BP £490 to £520 per metric ton according to drum size; 2-litre bottles £2.90 each; 10x500-ml bottles £1.25 each.
Ether: Anaesthetic: BP 2-litre bottle £3.60 each; one-metric ton lots in drums from £1.80 in 18-kg drums to £1.70 kg in 130-kg. Solvent, BP in 130-kg drums, £1.305.
Ferric ammonium citrate: Brown BP £1.45 kg in 400-kg lots minimum.
Ferrous carbonate: BPC 1959 saccharated £1.50 kg in minimum £500 lots.
Ferric citrate: £3 kg in minimum £500 lots.
Ferrous fumarate: BP £1.40 kg in 500-kg lots minimum.
Ferrous gluconate: £2,060 per metric ton.

Crude drugs

Aloes: Cape £1,065 ton spot; £1,055, cif, Curacao nominally £2,240, cif, no spot.
Balsams: (kg) Canada £12.55 on the spot shipment dealer at £12.10, cif. **Copaiba:** £3.05 spot £2.85 cif, Peru: No spot £9.50, cif. **Tolu** £6.10 spot.
Benzoin: £194 cwt, cif.
Buchu: Leaves £1.40 kg spot; £1.33, cif, nominal.
Camphor: Natural powder £5.35 kg spot and cif. Synthetic 96% £1.10 spot nominal; no cif offers from China.
Cascara: £1,150 metric ton spot; £1,000, cif.
Cherry bark: Spot £1,115 metric ton; shipment £1,000, cif.

Dandelion: Spot £1,945 metric ton spot; £1,755, cif.
Henbane: Niger £1,380 metric ton spot; £1,340, cif.
Hydrastis: Spot £29.75, kg; no cif.
Ipecacuanha: (kg) Costa Rican £16 nominal. Matto Grosso £16.10 kg; cif, nominal.
Kola nuts: £485 metric ton spot; £425, cif.
Lanolin: BP grade £1 kg in 1 metric ton lots.
Liquorice root: Chinese £560 metric ton spot £530, cif. Block juice £1.63-£1.90 kg spot.
Menthol: (kg) Brazilian £6.05 spot; £5.85, cif. Chinese £6.20 duty paid; £5.50, cif.
Quillaia: Spot £905 metric ton; £725, cif.
Sarsaparilla: Jamaican £1,920 metric ton spot, £1,845, cif.
Seeds: (metric ton, cif) **Anise:** China £815 for shipment. **Celery:** Indian £485. **Coriander:** Moroccan £210. **Cumin:** Indian £820; Turkish £760. **Fennel:** Indian £440. **Fenugreek:** Moroccan £295; Indian £265.
Senega: Canadian £10.05 kg spot; £8.40, cif.
Turmeric: Madras finger £650 metric ton spot; £510, cif.
Valerian: Dutch £1,890 metric ton spot; £1,815, cif; Indian £1,215 spot; £1,185, cif.
Witchhazel leaves: £2.20 kg spot; £1.95, cif; liquid £0.47 kg.

Essential and expressed oils

Anise: (kg) Spot £13.30; shipment £12.50, cif.
Bois de rose: Spot £6.50 kg; shipment £6.25, cif.
Citronella: Ceylon £3.25 kg spot; £3, cif Chinese £4 kg spot; £3.95, cif.
Clove: Indonesian leaf, £2 kg spot; shipment £1.85, cif. English-distilled bud £40.
Eucalyptus: Chinese £1.75 kg spot; £1.70, cif.
Ginger: Chinese £41 kg spot; £40.50, cif. English distilled £105.
Lemongrass: Cochin £5.10 kg spot; £4.70, cif.
Lime: West Indian £13.50 kg spot.
Patchouli: Chinese £15.50 kg spot and cif.
Peppermint: (kg) Arvensis—Brazilian £4.35 spot; £4.25 cif. Chinese £3.10 spot; £3, cif. Piperata-American from £14.25 spot; £13.75, cif.
Sandalwood: Mysore £65 kg spot. East Indian £52.50 spot.
Spearmint: Chinese £10.35 kg spot; £9.60, cif. American £12-£12.50 as to source, cif.
Vetiver: Chinese £20 kg spot; £19.80, cif. Java £16.50 spot and cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Monday September 10

Epsom Branch, Pharmaceutical Society, Seminar room, Epsom District Hospital, at 8 pm. Dr Bernard Fitzharris on "The chemotherapy of cancer".

Tuesday, September 11

Galen Group, Croydon, Friends' Meeting House, Park Lane, Croydon, at 8 pm. Paula Mann on "China and glass".

Thursday, September 13

Crawley Branch, Pharmaceutical Society, Medical centre, Redhill General Hospital, Redhill, Surrey, at 8 pm. Dr D. Knight on "Casualty".

Manchester Branch, National Pharmaceutical Association, Boyd House, Upper Park Road, Victoria Park, Manchester 14, at 8 pm. Annual meeting.

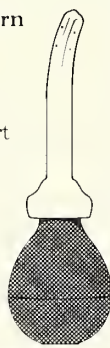
Advance information

Lincolnshire Pharmaceutical Conference, September 23, Golf Hotel, Woodhall Spa, Lincs. Speakers, Mr Alan Smith (Chief executive, PSNC) and Mr Tim Astill (deputy secretary, NPA). Further details from conference chairman, Mr Bernard Lewis, 7 Silver Street, Coningsby, Lincs.

Personal health products from Saffron



Saffron pattern BREAST RELIEVER (NHS)
New shape for greater comfort and ease of use. Gentle action PVC bulb. Rec.w/s price £1.63



Saffron pattern VAGINAL SYRINGE
One-piece pipe and Vonda ring. Easier to use. A quality product at a lower price. Rec.w/s price £1.55

WHIRLING SPRAY
Standard pattern. 2-piece pipe and Vonda ring. Rec.w/s price £4.04

Higginson's ENEMA (NHS)
All-plastic with one-piece bulb and tubing. Rectal and vaginal pipes and shield. Rec.w/s price £2.18

All goods supplied in 2-colour printed carton.

Ask your usual wholesaler about the complete range of Saffron products.



Saffron
Specialised plastics
5 Rowlands Road Worthing
West Sussex BN11 3JJ
Telephone Worthing
(STD 0903) 34034

SM3

Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist,
25 New Street Square, London EC4A 3JA.

Telephone 01-353 3212

Publication date Every Saturday

Headings All advertisements appear under appropriate headings.

Copy date 12 noon Tuesday prior to publication date.

Advertisements should be prepaid.

Circulation ABC July/December 1978. 17,737.

Display/Semi Display £5.00 per single column centimetre, min 25mm. Column width 44mm.

Whole Page £450 (275mm×186mm).

Half Page £250 (135mm×91mm).

Quarter Page £130 (135mm×91mm).

Lineage minimum charge £5.00 for 20 words, 25p per word extra.

Box Numbers £0.60 extra.

Series Discounts 5% on 3 insertions or over. 10% on 7 insertions or over. 15% on 13 insertions or over.

SITUATIONS VACANT

TOILETRIES MANUFACTURER

Require Senior Representative with experience in the Trade. Selling to leading Wholesalers, Multiples etc. in the U.K. Usual pension and fringe benefits in addition to good remuneration. Complete confidentiality observed for letter addressed to

J. M. Holt, Joint Managing Director, Dellex-Grosvenor Ltd., North Lane, Aldershot, Hants.

Please enclose brief Curriculum Vitae.



UNIVERSITY OF DUBLIN
Trinity College

LECTURER IN PHARMACEUTICS

Applications are invited for the post of Lecturer in Pharmaceutics in the School of Pharmacy, Trinity College, Dublin. Preference will be given to pharmacy graduates with suitable experience in Pharmaceutical Technology or Physical Pharmaceutics.

Salary Scale: £5078-£10,038 p.a.

Appointment is likely to be made within the range £5078-£6462 p.a. There is a non-contributory pension scheme.

Application forms and further particulars relating to this post may be obtained from:

The Establishment Officer,
West Theatre,
Trinity College,
Dublin 2.

to whom completed application should be sent not later than 25th September, 1979.

Classified Headings

**Situations Vacant
Hospital Appointments
Trade Services
Business Opportunities
Wanted
For Sale**

Chemist & Druggist gets results. Put it to the test by posting us your next advertisement or by telephoning us on: 01-353 3212 Extension 116.

SOUTHERN DISTRICT of the HIGHLAND HEALTH BOARD STAFF PHARMACIST

**CRAIG DUNAIN
HOSPITAL, INVERNESS**

Due to impending retirement applications are invited for the above post.

Salary scale for the post £6,228 rising by six increments to £7,803 and as from 1 January 1980 £6,711 to £8,952.

This Pharmacy Department serves 1,123 beds in the fields of psychiatry and mental deficiency. The opportunity will be given to work with the General Hospitals Pharmacy Departments in the Highland area.

For further information please contact Mr I. M. Forbes, Principal Pharmacist, Craig Dunain Hospital, Inverness. Tel No. Inverness (0463) 34101.

Written applications stating age, qualifications and experience with the names and addresses of two referees to the District Personnel Officer, 14 Address Street, Inverness, IV3 5NT.

TRADE SERVICES

Why not send your enquiries to ANGLIAN MANUFACTURING CHEMISTS LIMITED

Contract Packers of Toilet Preparations (creams, shampoos etc in jars, tubes and bottles) and of Medicinal Preparations (liquids, creams and powders).

Also packers of tablets and capsules.

Competitive prices, prompt delivery. Exports a speciality.

Enquiries:

38/40 Featherstone St.,
London, EC1Y 8RN.

Tel: 01-253 0571 Telex: 267391



Approved Prescription Services Limited
CLECKHEATON, WEST YORKSHIRE, BD19 3BZ
TELEPHONE: CLECKHEATON (0274) 876776.

AUTHORS, get your book published, Details New Horizon C.D. 5 Victoria Drive, Bognor Regis.

BUSINESSES FOR SALE

X1—MANCHESTER—Offers invited for leasehold property and chemist shop in North Manchester. Turnover excess £150,000 with excellent prospects, freehold property valued £20,000, stock approximately £15,000.

X2—LANCASHIRE—drug store, should do well as pharmacy, cash turnover exceeds £30,000, good shopping site. Property, to be let. Living accommodation with 2 bedrooms available. Price: goodwill and fixtures £4,000. Stock approximately £6,000.

X3—LEICESTER—Suburban Business—turnover £55,000 (1977) profits £10,000 to owner/manager. Dispenses approximately 2,000 prescriptions per month. Property for sale or will grant lease. Total capital requirement including freehold £30,000 including stock £12,000.

X4 — NORTH COUNTRY beauty spot—retirement vacancy, turnover approximately £40,000, freehold property with spacious living accommodation for sale at £18,000. Stock approximately £4,500. Suit semi retirement.

Having sold a record number of businesses during the last year, we declare that the demand for good sound businesses is at present in excess of supply in all areas of the country.

Vendors contemplating selling their business can be assured of expert and conscientious attention to their interest.

We act only for vendors.



**Ernest J. George
& CO**

GARDALE HOUSE, 122 GATLEY ROAD, GATLEY, CHEADLE,
CHESHIRE SK8 4AT Tel: 061-428 6718/9

STOCKS FOR SALE

DISCREET INVESTMENT. Put your spare cash into valuable stamps for maximum growth. Pharmacist offers colleague's expert service in strictest confidence with buy-back guarantee. Details without obligation. Box No. 2654.

SINGLE EDGE BLADES. 20 pkts of 5 on showcard, £3.25 inc VAT. Packs of 100 S.E. blades in carton, £3.25 inc. Cheque with order please. Maxwell Gordon, 2b Cricklewood Lane, London, NW2 1EX.

JEWELLERY. Sterling silver and 9ct gold. A wide range of ear-rings, rings, bracelets, chains etc, brought to your door at best cash prices. Write Lloyd Cole, 37 College Avenue, Maidenhead.

TRADEMARKS

TRADE MARK FOR SALE. British Trade Mark FYZZ No. B999535 Class 3. British Trade Mark LABENLUST No. B999298 Class 3. Box No. 2657.

EAST SUSSEX. Pharmacy Business. Delightful Village. 5 Bed. Period Property plus Shop. Beams E.T.C. T/O £53,000 p.a. £54,500. Offers. F/Hold. Goodwill. F & F. Braxtons Commercial Uckfield 5066/3344.

Please Address

Box No. replies to:

Box No.

**Chemist and Druggist
25 New Street Square,
London EC4A 3JA**

SHOPFITTING

Interplan system 80 plus.

Modular units with complete shopfitting services. NPU-NPA recommended (for 15 years).

Coloured brochure from:
Olney Brothers Ltd.,
Northbridge Road, Berkhamsted,
Herts. HP4 1EG. Tel: 5417/9

SUPER SHELVING SYSTEM WILL INCREASE YOUR TOILETRY SALES BY HUNDREDS of pounds. Send for colour illustration or ask us to call for instant quote. Glass display counters with lighting, island sites and show-cases. Early delivery direct from makers. **THIRSK SHOPFITTINGS**, 741-743 Garrett Lane, London SW17 0PD. Tel: 01-946 2291.

SHOPKIT

Special September offer to celebrate our record July turnover (an amazing 205.03% up on 1978) we are offering all our customers placing orders in September worth more than £600, a **FREE** Tel-Gard simulated T.V. Security Camera.

Call at our Peterborough showroom to see high Shopkit quality or telephone at any time for illustrated leaflets (24-hour cheap rate service) Peterborough 0733 265263; Manchester 061 228 2561; Birmingham 021 643 4636; or write to

SHOPKIT,
50 Ivatt Way,
Peterborough PE3 7PN.

SPECIALIST SHOPFITTING SERVICES. Free Planning, Competitive Prices. Phone 061-445 3506. H. A. Peyser, 20 Fairfax Avenue, Didsbury, Manchester M20 0AJ.

AGENTS

AGENTS REQUIRED

Successful and established AGENTS required to promote an extensive range of generic pharmaceuticals to retail chemists.

Excellent commissions and prospects.

Write in the first instance for further details to:

M. A. STEINHARD LIMITED,
702 Tudor Estate, Abbey Road,
London NW10 7UW

Agents

required in most areas with established connections in the retail baby care field for marketing new high quality feeding bottle.

MR. EAVES
UNIVERSAL PRODUCTS
(LYTHAM) LIMITED
BOUNDARY ROAD
LYTHAM—LANCASHIRE
TEL: 0253 737667

Please mention
C & D when replying
to advertisements

AGENTS REQUIRED

We are a well established Manufacturing Company in the field of Toiletries and Accessories. We require a number of Agents in various parts of the United Kingdom to service Departmental Stores and Co-operatives. Selling times are Spring and Autumn on the toiletries' side and all the year on the Accessories. Please write in strict confidence to The Managing Director,
Box No. 2658

STOCKS WANTED

A. & H. OTTER LTD.

(established 1920)

Largest cash stock buyers in the trade for manufacturers' clearing lines, and retailers' stocks.

8 Northburgh Street, London EC1V 0BA. Tel: 01-253 1184/5. Telegrams: "Salvall", London, E.C.1.

WE PURCHASE SHOP STOCKS AND MANUFACTURERS SURPLUS

Please telephone or write:

LAWRENCE EDWARDS
AND CO. LTD.
Wellington Close,
London W11 2AN.
Tel: 01-727 3137-8

WANTED. Old and antique architectural interior and exterior fittings and fixtures, shop fronts, panelled rooms, display cases, leaded glass windows, doors, ceilings, domes, screens, entrances. Herbert Sutcliffe, Ing Hey, Briercliffe, Burnley, Lancs. Tel. Burnley (0282) 31239 or 24225.

PHARMACEUTICAL ANTIQUES. Drug runs, shop interiors, bottles, etc., urgently wanted. Kindly contact Robin Wheeler Antiques, Parklands Park Road, Ashted, Surrey. Telephone: Ashted 72319. Buyer collects.

MANUFACTURERS — WHOLESALE — RETAILERS we want your excess—discontinued cosmetics and beauty products. Telephone 0254-52664.

PERFUMERY. We purchase branded discontinued or surplus stocks or small lots. Contact Sundry Cosmetics Company 01-235 5523.

CHEMIST & DRUGGIST

ORDER FORM

Please insert as below our advertisement under the heading _____

Please invoice _____ insertions _____

PLEASE PRINT _____

Name _____

Address _____

Phone _____ Date _____ Signed _____

Display/Semi Display £5.00 per single column centimetre, min 25mm. Column width 44mm

Whole Page £450 (275mm × 86mm)

Half Page £250 (135mm × 186mm)

Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist,
25 New Street Square, London EC4A 3JA
Telephone 01-353 3212

Copy date 12 noon Tuesday prior to publication date

Quarter Page £130 (135mm × 91mm)

Lineage Minimum charge £5 for 20 words, 25p per word extra

Series Discounts 5% on 3 insertions or over. 10% on 7 insertions or over. 15% on 13 insertions or over

WIGGLESWORTH LIMITED

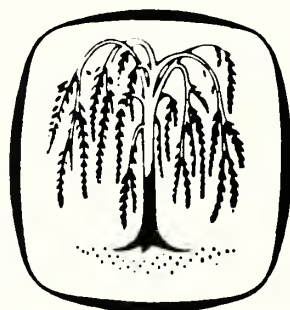
& NORBROOK LABORATORIES LIMITED

Wigglesworth Limited announce that as from 1st September 1979, responsibility for sales and distribution of all Wigglesworth products in Northern Ireland will be undertaken exclusively by Norbrook Laboratories Limited.

In future please place all orders for Wigglesworth in Northern Ireland directly with Norbrook Laboratories at the following address:

Norbrook Laboratories Limited

Station Works
Camlough Road
Newry
Co. Down
Northern Ireland
Newry 4435/8



THE COPPERTONE DISPLAY COMPETITION.

£50 WINNER

Newhaven Pharmacy
Sussex

£20 WINNERS

Lesandron Ltd.,
Oxford

H. Rapaport Ltd.,
Leeds.

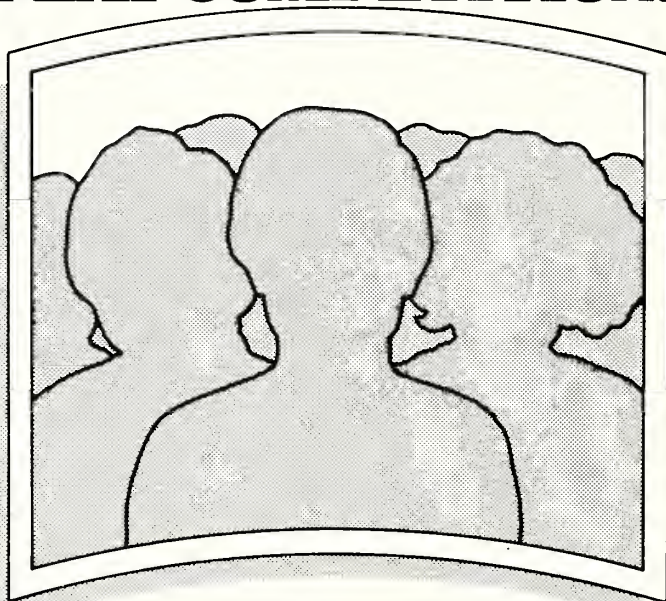
Williams Chemists,
Brentford.

Crabtrees Ltd.,
Gillingham.

LAST MONTH'S WINNERS.

The lucky people listed above entered our monthly competition to find the best suntan display featuring Coppertone.

To enter for this month, simply photograph your display. You can use our products liberally—under our No Risk Guarantee, you only pay for stocks actually sold. And then



AND THIS MONTH'S?

only at the end of the season.

Post your photograph, with your name and address on the reverse, to reach us by the closing date (shown below). And next month, the name at the top of the list could well be yours.



Two's company

These two different forms of 'packaging' for pharmaceuticals should have one thing in common.

They should result from efficiency.

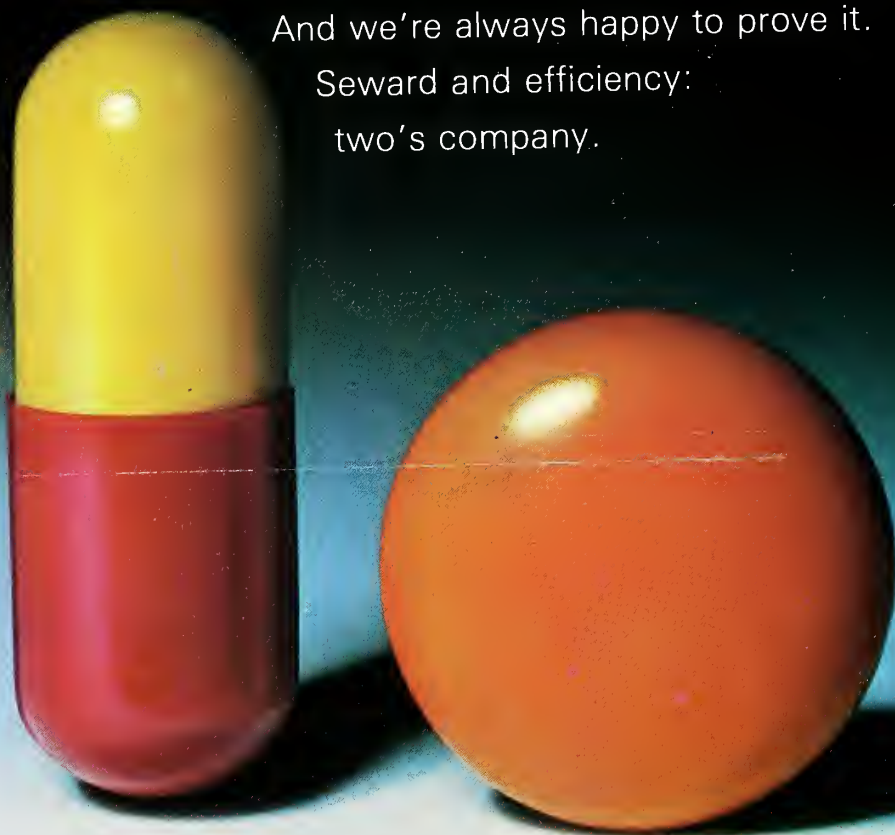
Efficient development, efficient production methods, efficient quality control, efficient packing.

And efficient costing. Easy to say, but it forms the basis of our business at Seward Pharmaceutical.

And we're always happy to prove it.

Seward and efficiency:

two's company.



 **seward** pharmaceutical

Charlwoods Road, East Grinstead, Sussex RH19 2HL, England
Telephone: East Grinstead 311311 Telegrams: Seward East Grinstead Telex: 95315 TOPTAB G

A member of the Medical Division of UAC International